

brandhut

INSPIRE

MAGAZINE

Jun 2021 Edition

BUSINESS WOMAN, MOTHER & LEADER

DANTAGOS JIMMY-MELANI

JUGGLING BETWEEN A BUSINESS WOMAN, A PIONEER FOR YOUNG WOMEN, A MOTHER AND A WIFE, DANTAGOS SHARES HER INSPIRING LIFE STORY

INSPIRE

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Bible Verse Of The Month

Phillipians 4:13

"I can do all things through Him Who strengthens and empowers me."

BEHIND THE SCENES



HOLD ONTO YOUR DREAMS!

Manga Mukena, Managing Partner of Brandhut Consultancy CC and Inspire Lifestyle Magazine founder. PGD Marketing, University of Cape Town.

18 years of experience in brand, marketing, customer experience, project management, sales, public relations and publishing.



"The future belongs to those who believe in the beauty of their dreams"
- Eleanor Roosevelt

With today's reality of the devastating effects of the COVID -19 pandemic, we find ourselves invariably beaten down by the loss of loved ones, friends, colleagues and leaders. The isolation that comes with minimizing and preventing the spread of COVID -19 brings anxiety, fear, loneliness, depression and addiction.

Yes at the moment life isn't perfect, but that doesn't mean we should stop dreaming. I believe that we must dream in technicolor no matter how tough life gets. Many of us have put our plans on hold but it is during our darkest moments that we must focus to see the light.

If we are all to wait until "the right time" to do anything, I can assure you that nothing would get done. Part of living authentically is realizing that you don't have a confirmed departure date, so every moment you have is a gift. When you put

things on hold you are assuming that you will get round to it one day, but before you know it, life has passed you by and it's too late to fulfill your heart's desires.

I am aware that when you express your dreams, others may laugh at you or ridicule your aspirations. I remember that I was ridiculed and wondered if my dreams would come true. However I used those situations as fuel. I am proof that the Universe is an abundant energy because I am living my dream of being a publisher.

I am a strong believer in writing things down because when you write something down, you give it life. During these tough times, stay prayed up and I also encourage you to write down your dreams and aspirations, don't limit yourself and don't give yourself a deadline. Watch the space and experience how the universe will bless you!



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CONTENTS

INVESTMENTS 10

Inflation And Interest Rates Outlook

BRAND CORNER 09

Crisis Management 101!

ENTREPRENEURSHIP 13

Inspire Entrepreneur Of The Month Is Ms Maya Alleta Shiyave

HOME AND LEISURE 15

How to Design a Room Your Kids Will Actually Love

POWERHOUSE 17

Unfiltered With Claudine

CORPORATE SOCIAL INVESTMENT 27

EIF Awards ceremony

TRAVEL 29

Tashiya's Travels

HEALTH SEGEMENT 31

Covid-19 When To Seek Medical Attention

SOCIAL AWARENESS 32

Toxic Positivity

CUISINE 36

Classic Goulash

Butternut Squash Soup II

OFF THE CUFF 38

Berna Arnold

INSPIRE'S CORPORATE CITIZEN OF THE MONTH

Mr. Benedict Libanda

ENVIRONMENTAL INVESTMENT FUND OF NAMIBIA
CHIEF EXECUTIVE OFFICER

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INVESTMENT MANAGERS

INFLATION AND INTEREST RATES OUTLOOK

I felt a serious urge to address these given where we are in the cycle. Globally, Inflation and interest rates are at all times low, if not negative. Interest rates are significantly lower due to central banks cutting interest rates.



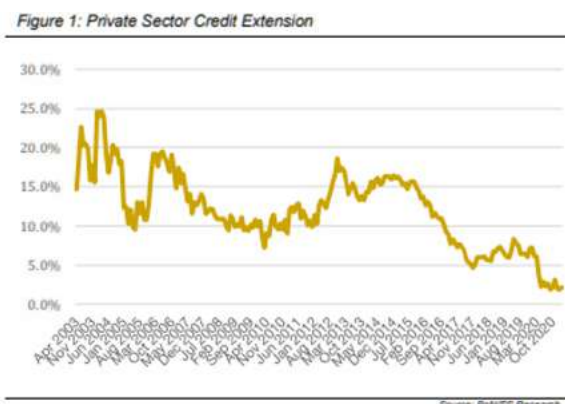
Theoretically, the idea is that the low interest rate environment is created for individuals and corporates to borrow and invest into productive assets (another topic we must have a conversation on), such investment will lead to uplifting the national economy.

Locally, what I have observed is obviously a decline in individual and corporate debt growth rate over the past five years. Can this probably be attributed to the heightened uncertainty atmosphere we find ourselves in? However, this is notwithstanding the already high level of indebtedness the individuals are facing, hence people are perhaps being cautious (unwilling) and/or unable to take on further debt? On the other hand, we have observed people liquidating their longer-term investment to shorter term period. This calls for two questions though: Did we allow the circumstances we find ourselves in to shorten our saving/investment horizon or are we letting a crisis to go to waste? I firmly believe that we ought to take advantage of any crisis. That is, invest and emerge as a beneficiary when the crisis does lapse/subside/end. When hit by a crisis, you really have about three options.

1. Have a tail between your legs or throw in a towel,
2. Analyse and identify opportunities presented

3. Change your way of doing things by innovating around the crisis.

I would like to suggest that we lean on the last two. That in as much as things may look uncertain and the dust will probably take longer to settle, you may have to look beyond the now circumstances and push through. Alternatively, unless of course if you are pricing in the end of the world (which I do not know if any of us can really predict to the T), then perhaps go with the first option.



My conclusion is that I think the environment is prepared, it's time to take calculated risks and let us not waste the crisis. It is time we begin to be



“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty”

innovative - and put minds, thoughts, and hands to action. As for those long-term dreams and ideas you harbour, it is time they get to be implemented.

Let us be job creators instead of looking for employment (the nation's youth's unemployment rate is very high). We have an environment that is ripe in terms of capital. In our day and age if you are using "lack of capital" as an excuse, you are probably living in another planet. Investors are ready for bankable and innovative ideas, locally and globally. And I would also like to urge us to adjust our horizon to a longer term and see beyond our local boundaries (looking beyond Namibia in terms of what we can offer and the impactful solutions we can bring). I quote Winston Churchill, "A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty".

Obviously, this should not be taken out of context that I am being oblivious of the negative livelihood impact the pandemic has on many people's lives but rather this is a measured caution not to let in an oversupply of pessimism that will paralyse our chances of seizing opportunities.

If I may, let me address one last thought on low interest rate, debt and investing into productive assets. Obviously, the concern is that the rate cycle will turn and you might be found on the wrong side of being leveraged. My counter argument to that is, you obviously leave a room of margin of safety in your calculations and ensure that you do not over commit capital or leverage. Let me end with this last quote from an unknown author, "Never forget: Bears (pessimists) sound smart, Bulls (optimists) make money".

Manga Mukena

Managing Partner of Brandhut Consultancy CC and Inspire Lifestyle Magazine founder. PGD Marketing, University of Cape Town.

18 years of experience in brand, marketing, customer experience, project management, sales, public relations and publishing.



CRISIS MANAGEMENT 101!

When a crisis happens in a business as well as in our personal lives, often times we are left wanting in terms of how to effectively manage the situation/s at hand, in this three parts article, we will outline three elements that can help make or break your public response during a crisis;

Rule number 1 is that silence is deadly in the age of social media. **Rule number 2** is control the narrative; don't cover up the crisis, instead manage the situation and take responsibility with explaining what has happened and **Rule number 3** is that if you don't talk, consumers will do the talking for you.

The three above mentioned rules can be efficiently executed by firstly understanding crisis management strategies and by definition, a crisis management strategy is the collective framework of decisions and choices that an organization, public figure or individuals make to respond to a crisis (or the perception of one). The goal of your



strategy is to position your organization or yourself to withstand a crisis.

There is some confusion about the differences between crisis management strategies and crisis management plans, theories, policies, or tactics. To make the distinction, strategies are high level and represent the broad vision of your approach, while tactics and plans are operational and action oriented. In principle, the organizational strategy, values, vision, and mission shape the crisis strategy.

The crisis management strategy should always precede any other steps in crisis management planning because the strategy lays the foundation for your further planning and it enables you to be flexible and agile in a crisis. Once you determine your strategy, identify the capacities and systems that need to be in place to support your strategy because your crisis strategy must adapt to fit a range of unknown future eventualities.

The crisis management team, sometimes supported by other departments or external specialists,

performs detailed crisis planning. An organization's senior executives and CEO are typically responsible for the crisis strategy and management of strategic priorities in a crisis.

Because public and media relations are the most visible aspects of crisis responses, many people think a PR strategy is the cornerstone of a crisis strategy. That perception is far from reality because strategic goals also include managing the impact on an organization's finances; protecting important relationships, such as those with investors, customers, and regulators; and safeguarding an organization's reputation and public image.

If your company handles a crisis well, you should emerge with organizational stability, revenues at pre-crisis levels, and customer trust intact.

Crisis strategy is just one dimension of crisis management and in part 2 of our next edition, we will cover the importance of a crisis management strategy in a business, as public figures or as individuals.

INSPIRE ENTREPRENEUR OF THE MONTH IS MS MAYA ALLETA SHIYAVE

Maya has been a hair and makeup stylist for 8 years, let's hear what she has to say about her passion.

"I have always had a passion for hair and make-up since I was young and through that passion my skills have grown to the extent that I have worked in various salons around town and I have to date acquired vast industry experience in the beauty industry."

"I have worked for many different salons in town and today I boast of a stable and happy client base. The positive feedback and support from my clients over the years has given me the courage to continue growing my business even during these



challenging COVID-19 times."

"I added makeup to my value proposition 3 years ago and it is my dream to own my own salon one day". At the moment I am offering mobile beauty services and am just a phone call away".

"I am very passionate, committed and always eager to learn new innovations within my industry. Am currently working on a home call basis. contact me on 0814425012 or follow me on facebook and instagram @glamtouch_by_maya for that perfect Glam look!"

Currently only working on home calls basis



HOW TO DESIGN A ROOM YOUR KIDS WILL ACTUALLY LOVE

By Kaitlin Petersen

Ages 2-7

Kids' rooms should be more than chalkboard walls and bunk beds. Kaitlin Petersen, editor in chief of the trusted industry resource Business of Home, chatted with leading experts—from designers to a neuroscientist—to understand why children need a well-designed space, and how to communicate their vision at any age.

Interests at this age tend to be intense but fleeting, so designers agree that it's best to avoid overtly thematic bedrooms. "When kids say, 'I love sports and dance!' they're thinking about the overall feel, not the individual pieces." "They just want to open their door and go, Wow!"

Getting kids involved in the design process at this age can help them develop important skills. One of our main jobs as parents of younger children is to scaffold them from small things to teach them how to make decisions about bigger things, they can get overwhelmed with too many options so give them two or three choices. It's a lovely trick to make them feel heard.

Getting kids involved gets tricky because the might

also want themes such as Peppa Pig, Paw Patrol etc, and so here's how to shake your little one's demand for a Frozen-inspired ice-castle bedroom. If they're crushing on a theme you can't stomach, find a sophisticated color that evokes it. Farrow & Ball has the most delicate, beautiful pinks that won't ruffle your feathers, Take the child's instruction but create a room through your lens.

Decisions Your Kids Can Make

Clip art, Line, Material property, Rectangle, Graphics,

Colors "This red or that blue?"
Symbol, Sign,

Patterns "This jungle print or that beach theme?"
Clip art, Design, Games, Graphics,
Fabrics "This striped comforter or that polka-dot one?"

Product, Bicycle accessory, Clip art,
Materials "This canvas basket or that wicker box?"



GETTING TO KNOW

DANTAGOS JIMMY-MELANI

FROM RUNNING AN INVESTMENT COMPANY, AN EXECUTIVE PRODUCER IN FILM AND EMPOWERING YOUNG GIRLS, SHE IS A WOMAN OF GREAT CALIBER AND WE ARE GOING TO TAKE A DIVE INTO HER WORLD.



POWERHOUSE

1. Give us a snapshot. Who is Dantagos

Spiritually, I am a follower of Jesus Christ and a strong believer in the Bible. I am also a mother of two and a wife for the past 12 years, and this is my greatest joy. My passion is my family, with whom I have a very strong bond, especially with my mother, a strong woman, and the person I admire most in life. Professionally I started my career in stockbroking, as an Equities Analyst at IJG Securities, I then moved to asset management at Alexander Forbes Investments, where I worked as Business Development Manager, and later, Chief Operations Officer and Executive Director. I have also worked in central banking, as Deputy Director Investments and Domestic Markets, and as the Financial Market Technical Expert at the Bank of Namibia. Today, I am an independent consultant, specialising in investments, corporate finance, corporate governance, financial market strategy, financial literacy, business strategy, and SME mentoring and coaching. I am also a media consultant, publicist and film producer. In 2011 I founded a boutique multi-disciplinary consulting firm called Ndapunikwa Investments cc, which owns Ndapunikwa Investment Management (Pty) Limited and Destination Africa Media Holdings (Pty) Limited, where I currently house all these ventures. So you could say that I wear many different hats.

2. Briefly tell us about your upbringing. would you say that it played a role in shaping who you are?

I was born in Algiers, Algeria in 1982. My parents, Linea Jimmy and Joseph Jimmy (now late) are both former veterans of the liberation struggle and were in exile during the Colonial era, dedicating their lives to the total liberation of Namibia. As a result, I was fortunate for the exposure to various African and European cultures in countries such as Sweden, Angola and Congo Brazzaville, before coming home to Namibia, with my parents in 1989.

After independence, my father worked for the then Ministry of Foreign Affairs and served in various postings as a diplomat. This exposed my brothers and I to even more cultures, which really grounded our educational development exceptionally well. My parents always valued education and hard work and never compromised on high educational standards for their children. My parents instilled this culture in me from a very young age, especially my mother, who inspired me by obtaining her Master Degree, while well into her fifties. My father was an avid reader, and brought home many books from his various foreign missions and trips to different parts of the world. All this literature helped to broaden my horizons.

As for my professional upbringing, from the very onset of my career I have been fortunate to work with some of the most experienced and brilliant minds in the financial services industry, in the SADC region. My earliest professional mentor was Mr Jolyon Irwin, the founder of IJG, and a true pioneer in developing Namibia's financial sector. I have learnt a great deal from him. Other mentors are Messrs Ingo Rix, former Group MD of Alexander Forbes and Steve Price, former Group Executive: Operations at Alexander Forbes Limited, South Africa.

3. You can be said to be one of those that can be described as "Everything your touch turns to gold" ...tell us about your journey from a successful corporate citizen to successful business owner?

As a woman, one is invariably expected to take on a number of roles and excel at all of them. There is less tolerance for learning, and less opportunities to build knowledge, skill and confidence in a supportive environment. Although I too have experienced these challenges, I often find that they have only intensified my determination to prevail

POWERHOUSE

in spite of any obstacles. I do this by remaining focused on my ultimate goals, and focusing less on the challenges themselves. I have also been fortunate enough, early in my career to work with experienced people who were happy to share their knowledge with me. I was afforded opportunities at a very young age to work independently, take important and hard decisions and accept the praise or criticism for them on my own. These early experiences have built my character and enabled me to weather many of the challenges I face as a business owner.

One cannot achieve anything without the support of a great team, and I am fortunate to have one. Wherever possible, I look out for talented people, particularly youth who can be nurtured and trained to achieve and unleash their full potential. Ensuring that gifted talent is not held back from excelling in a chosen field, is the key to building a successful business and completing complex projects.

4. *What drives you?*

Focusing on the process and the desired outcomes rather than the day-to-day challenges drives me. Most importantly I really enjoy working with my clients and helping them to achieve their desired outcomes by providing solutions to problems and implementing turn-around strategies. Being a consultant is really rewarding work and has so much variety in terms of subject matter which greatly increase my problem solving skills. I get bored easily, so I really appreciate the variety and creativity that my work offers me.

5. *Describe your typical day? On a scale of 10, how stressful is it?*

A typical day starts around 6am, with a walk, when I'm not too lazy, then breakfast and reading newspapers, and catching up with any current events on social media. I then do work e-mails and start with any written reports or other feedback to clients or internal project teams. Often there are at least two in-person or virtual meetings before

lunch. I often eat lunch at my desk, when things are hectic, otherwise I take time to enjoy lunches with my family or a friend. Sometimes my husband and I have lunch dates to break up the monotony. I usually have more client meetings after lunch, work on reports or do research for upcoming prospects and business development. If there are any film projects, training facilitations or other off-site work to do, I travel to monitor ongoing work, or personally deliver mentoring training and coaching programs either in one-on-one or group sessions. In the evening I unwind by going on a walk with a neighbourhood friend, and/or my children and our dog, a very cute puppy named "Chuckles". The stress level is usually manageable at around 4 or 5 on a normal day, however major projects certainly can take the stress level to a 10, especially when unforeseen events occur.

6. *What achievements in your journey as a business owner are you most proud of?*

I am proud of the great working relationships I maintain with my clients on the business and corporate finance consulting side. On the media production side, I am extremely proud of producing 52 episodes of my first financial literacy training television series called "FinanceWize", which aired on NBC from 2011 to 2013. We will be relaunching FinanceWize again this year with a specific focus on SME and business financing. I am also proud of the feature film I recently produced, entitled "Hairareb". It won Best Narrative Film, Best Actor and Best Director at the Namibian Theatre and Film Awards in 2019, and was also featured in the European Film Festival, EU Film Week the same year. This year it is an official selection for the Durban International Film Festival 2021, which is really exciting.

Given that I do all this work with and for my family, I am most proud of them and the people that I work with to make my dreams come true. It is a blessing and reinforces my faith in God every single day.



7. The Film industry has suffered a decline during with the COVID-19. What has been your experience and lessons learnt?

I have learnt that, in the face of a challenging environment and a shortage of resources, filmmakers need to think outside the box and also come up with ideas that appeal to the corporate world. The lock-down was extremely tough across industries, and most entrepreneurs learnt that diversification is key. We were lucky in that we entered the market from this angle, and were hence able to sustain our model through this tough cycle.

We all have big dreams, and mine is to grow my production company and to continue to showcase our ability to produce quality content that compete anywhere, as well as being able to fund all the projects we venture into. At the moment we have different methods of funding, including smart partnerships, but the reality is funding is a challenge in the film industry.

In Namibia we rely heavily on government funding, through the Namibian Film Commission for projects, but this is not enough and we need the support of the corporate world. We need to come up with stories that can sell and allow the corporate world to invest in the industry. What matters the most is quality as this determines whether the product can sell or not.

8. You have evolved into a very influential woman in Namibia both in the financial services sector and Film Industry, what keeps you grounded?

My faith and my family keep me grounded. I am privileged to have an amazing mother who is a huge source of wisdom and inspiration to me. My husband and children remind me of what is most important in my life every day, and it is a joy.

9. Tell us all things "Hairareb". Take us through the thought process, writing and filming of this phenomenal Namibian film based on a true love story.

The feature film "Hairareb" was the result of a really wonderful collaboration between my husband, Ellen Ernst, and I. He is the co-producer of the film and originally identified the project and pushed me to get involved as part of the team. His production house Sneefel Media Productions, provided all the production equipment and scouted the industry professionals required, including our amazing cinematographer Antonius Tsuob and our Director, Oshoveli Shipoh. I took on the role of Executive Producer, and worked on the production concept, publicity and funding through my company, Ndapunikwa Investments.

The journey of "Hairareb" has really been an amazing one, just a few weeks after premiering a rough-cut of the film, we managed to garner seven nominations at the Namibian Theatre and Film Awards (NTFA) for best script, sound and music, editor, cinematography, male actor, director and narrative. We ultimately won three out of seven awards.

The original novel was written in Damara>Nama by August C Bikeur and was performed as a radio drama in the mid-70s to 80s. After the novel was adapted, the Namibian Film Commission held a call-out for producers, and after reading the script, originally for a short-film, I fell in love with the compelling characters and the beautiful nature of the story, so we proposed that it be a feature film instead. We then went through the process of developing the script and characters, and then held auditions for who would be best suited to play them. We had a

very long process of rehearsals, then proceeded to shoot on location for two weeks. Due to resource restraints, the film's crew had to make the most of what they had, however, the communities around Otjimbingwe and Okarundu were really helpful during the process, and all the extras in "Hairareb" were local residents.

The experience of shooting was exhilarating. The entire team we had, including the producers, cinematographer, director, the entire cast and crew, were all passionate. This is a uniquely beautiful portrayal of Namibia, not a western story adapted for us, and everyone was committed to bringing that story to life. It was tough at times, as rural areas can be. The cast and crew had to camp and use a generator for electricity, which was an experience that brought everyone closer.

I am extremely thankful for the opportunity to make this film, it is an honour to be recognised for something we put so much effort into as a team. I must also congratulate our leading lady Claudine de Groot, for an incredible film debut, and our stars David Ndjavera, Maximilian Kadeen 'KK' Koaseb and Hazel Hinda, for putting in the hard work to deliver an unbelievable award-winning performance. The story is a portrayal of love during a time of devastating drought and how people react to their environment. The originally novel is written and performed in the Khoekhoe language, and based on Damara>Nama culture, but the story transcends and is internationally relatable, as is evidenced by the accolades garnered thus far.

10. How can you as a film producer make a positive impact on the current negative narrative around SGBV in Namibia?

Our biggest challenge as women in the film industry is that most behind the scenes crew are men, and women are often only in front of the camera, rarely in management and decision making-roles in the filmmaking process. This can result sometimes in the portrayal of female characters as overly sexualised, or victims of violence in a narrative

where violence is glorified for entertainment purposes. This can negatively impact the treatment of women and vulnerable people in society. It is therefore important that women create their own stories for the diverse media platforms. We are already starting see more of this in the digital and social media space, which helps to provide a new perspective and deeper insight into women's experiences.

Despite the predominantly sexualised imaging of women in the media, I also believes that it is conversely a powerful tool for combating social ills such as gender-based violence, child marriages and other forms of abuse. As a producer, I know that I have a role to play in creating content that speaks to the society I live in, as well as to fight certain challenges faced by the community.

11. What advice would you give you a fresh out of secondary school Namibian child that aspires to enter the film industry? How does one become a film producer?

I would say to them, don't limit yourself, create the stories that you want to see in the world. Take all the opportunities you can to network with others in the creative industries, and build a team that you can trust to collaborate with. Resources will often be a challenge, so apply for grants, when they are available, and use this to build your profile in the industry. Seek out grants for new or experienced film makers, depending on how much industry experience you have, and do not be afraid to intern with more established filmmakers to consistently improve your skills as a filmmaker. Becoming a producer happens by offering you services one film project at a time, and it involves bringing all the resources together that allow a film to happen. A large part of that is financial, so you need to learn how to source funds, how to control budgets and how to manage people and deadlines so that projects are delivered on time. Most important is to



strive to produce quality content at all times, and to learn from your mistakes, as you will make many along the way.

12. How do you juggle your roles as a business owner and family woman?

It is challenging, many people who know me would say that I am a workaholic, but I try to make time with my family daily by doing activities together, such as walking, praying, educational activities, and entertainment. We often have movie nights as a family, and we also cook, clean and eat together on weekends and holidays. I try to attend all my children's school and sporting events with my husband and extended family members. We also love playing board games and cards, and often have game days.

13. What is your take on the role of women as mentors and in your view what should women do more of or less of in order to build each other?

Women are always mentoring someone in their day-to-day lives, whether it is their children, siblings, co-workers or youth in the community, so it is an innate characteristic that we have to nurture other people and to promote their emotional wellbeing and professional development. Part of my business involves mentoring SMEs and emerging entrepreneurs, and I have applied the same principles that I have learned from those who mentored me during my career, including my own mother. In order to build each other, women should always come from a place of love when dealing with each other. The type of love you show to a sister, mother, daughter, niece, or friend. This has always been the African way.

Wherever possible, it is important for women to look out for talented youth who can be nurtured and trained to achieve and unleash their full potential. Ensuring that gifted female talent is not discriminated against or held back from an appropriate career path is key. Most importantly, whenever possible, counteracting the prevailing view that success requires some innate talent or ability which is associated with gender or other physiological factors, rather than being based on hard work and dedication. This is the kind of message that dominant groups in societies invariably use to subconsciously discourage competition without sounding discriminatory. Women should avoid buying into these stereotypes.

14. Just what do you do for fun?

Watch YouTube videos and reality TV.

15. What you want to be remembered as?

I want be remembered as a good mother, daughter, sister and wife.

16. What is your advice to little girls, youth and women on becoming independent forces to help develop Namibia?

All my plans, actions and outcomes are based in faith and prayer. God is the answer for everything. As a woman, putting God at the centre of your life is the foundation to start building your career and your personal life. By doing so, you will never question your value, abilities or self-worth, or allow anyone else to undermine you. You will never be afraid to stand up for what is right, and to do the best for yourself and for your country.



17. Where do you see Dantagos 5 and 10 years from now?

Happy.

19. Wine or Champagne?

Champagne always!

20. Pumps or heels?

Flats, but I will also wear a heel now and then, depending on the outfit.

EIF AWARDS CEREMONY

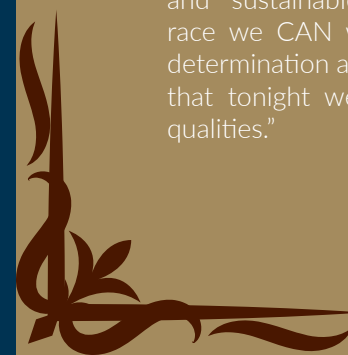


The third Sustainable development Awards ceremony was recently held in Windhoek. The Awards recognized the importance of integrating sustainability into the core of business and industry as well as the daily lives of all Namibians.

The Awards further recognized and rewarded the contribution of outstanding individuals and institutions in the field of sustainable development and this year the awards targeted the private sector, SME's, community level natural resources and development, youth action for sustainable development, pioneering journalism in the field of sustainable development, green banks, school action for sustainable development, women in action for sustainable development, thought leadership and also included the ministerial award. All individuals, organizations, businesses, companies and community groups were invited to submit applications within respective categories.

Self-nominations and third-party nominations were considered. Entries submitted where for programs or projects implemented during the last 2 years starting January 2019

In his welcoming remarks at the launch, Mr. Benedict Libanda, the Chief Executive Officer noted that the third edition of Namibia's Sustainable Development Awards which were held under the theme "Accelerating the green economy transformation as we recover from Covid-19" were held to honor women and men who are showing us every day that the race against environmental and sustainable development challenges is a race we CAN win. What we need is willpower, determination and vision. It is therefore very fitting that tonight we gather to celebrate those very qualities."



The idea for Namibia's Sustainable Development Awards emanated from discussions of the Sustainable Development Advisory Council and the Environmental Investment Fund of Namibia held back in 2013 and the inaugural edition of the Awards was held in 2015 followed by a second edition in 2017.

This year's Sustainable Development Awards, have stepped up to acknowledge concrete solutions through natural capital to COVID 19 epidemic and climate crisis, the defining issue of our time. The awards were held to celebrate them. From entrepreneurs putting sustainability at the heart of their business strategy, to online pioneers using technology to protect our fragile ecosystems.

Officiating the Awards ceremony was Hon. Pohamba Shifeta, Minister of Environment, Forestry and Tourism, in his address, the Minister unveiled the theme for this year's awards. "Accelerating the green economy transformation as we recover from COVID-19 pandemic". He further noted that "We remain cognizant about the challenges bestowed by the COVID-19 pandemic, along with the devastating impact it has had on the Namibian economy but has simultaneously provided an opportunity for us to rethink the country's approach to economic growth and social-economic development




TRAVELS

TASHIA TRAVELS



Money can't buy happiness but it can buy a jet ski. Have you ever seen anyone sad on a jet ski? After my thrilling jet ski ride, I engaged in a sensational watersport that propelled me into the air using powerful jets of air and water. Flyboarding is a must for any self-respecting thrill-seeker, and Dubai was the city

for me to try the cutting edge sport for yourself. First dubbed an extreme water sport open only to those daring enough to strap on a pair of bindings and allow themselves to be propelled above the water's surface, Hydroflight has evolved into more of a leisure activity that can be enjoyed by just about anyone. incredible experience.



COVID-19 WHEN TO SEEK MEDICAL ATTENTION

CCOVID-19 affects different people in different ways. Most infected people will develop mild to moderate illness and recover without hospitalization.

Seek immediate medical attention if you have serious symptoms. Always call before visiting your doctor or health facility.

People with mild symptoms who are otherwise healthy should manage their symptoms at home.

On average it takes 5-6 days from when someone is infected with the virus for symptoms to show, however it can take up to 14 days.

Please get the COVID-19 vaccine as it also helps keep you from getting seriously ill even if you do get COVID-19. Getting vaccinated yourself may also protect people around you, particularly people at increased risk for severe illness from COVID-19

Most common symptoms:

- Fever
- Dry cough
- Tiredness

Less common symptoms:

- Aches and pains
- Sore throat
- Diarrhea
- Conjunctivitis
- Headache
- Loss of taste or smell
- A rash on skin, or discoloration of fingers or toes

Serious symptoms:

- Difficulty breathing or shortness of breath
- Chest pain or pressure
- Loss of speech or movement





TOXIC POSITIVITY

Life is a rollercoaster ride. So many times it throws fire balls at us, with the hope of burning us to ashes. However, as resilient as human beings that we are, we keep getting better and we always know how to handle the heat better. Yet, as people there comes a certain point in the journey, where you really feel that you need a breather

By Leana Hengari

In these moments you mostly turn to those around you for the support you need, just to know you are not alone and you can vent and not be okay or strong. That moment when you feel that at last you can let your shoulders slouch and let it all out. And yet, you find yourself in a situation, whereby you are at your lowest point, venting and the next person tells you “nah, it’s not that bad.” Or “It could be so much worst”. Or “it happens for a reason,

don’t overthink it and feel so bad”. And in that moment, it feels like they actually just invalidated your feelings and thoughts, and because you want to be optimistic, you waveringly agree. Well, not only is it gaslighting, it is suppressing you and or shrinking you in that moment. And that right there is a thin line that is called ‘toxic positivity.’

Toxic positivity is the new trend that everyone is

living on and trying to abide by. It is harmful, yet the new in thing of “good vibes only” or “negativity doesn’t live here”. And that is the problem. Toxic positivity can take on different forms. It is a façade or a false-believe that we live in, from all over social media to socializing, and don’t get me wrong, I am not saying it is wrong to be positive, however with toxic positivity, it takes the positive attitude and behavior to the extreme. It is like you are living in a certain kind of bubble, and you refuse all the realities in front of you. So, how can positivity be harmful or toxic?

Toxic positivity is defined as - the belief that you need to stay/remain positive even in the direst of situations. It is the belief that you need to be positive, amidst all the pain and negativity and denying it. Toxic positivity is that feeling or behavior of extreme positivity and ruling out reality. It can also mean rejecting or avoiding anything that can or may trigger negative emotions or thoughts.

And this is where the real problem usually comes in to play. People usually in this state downplay their true feelings because they are afraid of being labelled as “negative people” or the “Debbie downer” in life. So many times, we suppress our own true feelings, because we do not want to be classified as negative or look like we are constantly complaining. It’s a second nature to say that everything is fine, even when it is not.

My problem with toxic positivity came to an all-time high a few months ago, when I just could not take it anymore. We had a death in our family, and it was someone really, really close to me that passed on. I had not felt that kind of void over someone in such a long time, and it really shook me. And it was not just me, but everyone around us that were close to him felt the lost at a high. And during this time, the constant phrases I heard from people really started to annoy me. I understand that they meant well, however, the way it represented itself was in a toxic way towards everyone dealing with it. It came to a point, whereby it sounded like they expected us not to show how we really felt and rather just suppress the feeling and move on. Like that is even healthy to do, it can seem helpful when you tell someone “it happened for a reason.” or “you are so much stronger than this, just dust it off.” Yet the reality is, that if we are to process

the whole experience in the proper or ‘correct’ manner, we need to feel everything and let out our true emotions that is connected to the situation. Getting into my quiet space after that, I realized how we all do it all the time in different situations. And this is because we are so afraid to really deal with our emotions and thoughts, so we put up a constant front and also expect that from everyone else. We are invalidating our feelings and thoughts, Point blank!

**However,
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Being human means, you will have bad encounters, and it’s okay to have negative emotions and feelings. Acknowledging the negativity does not make you a negative person. Knowing that life is not always about being positive, being in tune with yourself and knowing how to deal with the negative experiences and emotions, that is what makes each lesson worth learning. You cannot navigate your life on the “good vibes only” or “I need to be constantly happy and have a positive attitude only” kind of emotion. It will take its toll on you, and I realized that the result of toxic positivity is when people are trying to say something uplifting, when in reality they don’t know what exactly to say or how to respond to it. We often find ourselves in an uncomfortable position where we do not know how to react to the emotions displayed, and we



try to enforce our discomfort into how the next person should feel or deal with the situation.

However, invalidating our emotions, can lead to a series of unhealthy patterns in the future, current convenience is not comfort, it is 'condescending'. If you are constantly going to force yourself to feel the good feelings only and look at the positive things only, then the more you start to lose sight of reality. Without knowing, it can start to affect those around you, as you are now trying to dictate how everyone should feel or your constant opinions are positive. The thing about suppressing your emotions or thoughts is that it will persist until you can't resist, and you will have to deal with it.

Why we do the toxic trait?

Most times is because we simply do not want to deal with our emotions, we are afraid to be vulnerable, and we see it as a weakness at times. We downplay the problem; it is an escape route. It is because we do not have the proper coping mechanisms in those moments to handle the hurt.

The people we vent to, too do not really know what to do, they try to make it seem lighter by creating a false reality in that moment. The inability to be emotionally self-aware can lead us to harm

ourselves and others with these false positivity's, in doing so we think we are being helpful but can cause more harm than good. One thing I learnt from this pattern is that we disconnect. We do not want to get too attached, therefore, we become un-empathetic towards most situations or people, it's the fear we hold, and we do it unconsciously.

How is this then harmful?

1. It becomes a behavior where we are oblivious to the reality of anything negative. If you are realistic, you will understand that all emotions are valid, but yet you are denying certain feelings.

2. Mental health issues- emotional instability. Dr. Shonrock says that 'suppression causes depression.' And I find it to be true. Need I say more?

3. You are unable to learn- yes, you become stagnant, as you are not accepting the reality and the same cycle repeats itself over and over again.

4. Suffering relationships - yes, you build superficial relationships and you do not want to be too attached to people or emotionally involved or acknowledge your emotions. People eventually start withdrawing. Not only that, at times

SOCIAL AWARENESS

authenticity and sincerity can be in question.

5. Forced happiness or joy or positivity= gaslighting- not just to you, but to those around you too...

I know it seems too much, but we have all done this at some point, without even knowing. It becomes a thing we do, because it seems like the right thing to do, and it's the spaces we find ourselves in. Especially in the new digital age, where things are looking so good, especially on social media and all this 'be happy and live your best life' quotes are found everywhere. It makes it feel like the natural thing. Living in the community of self-help and positive vibes only, has led us to constantly feel like life should be easy for us, and thus most times we are not prepared for the struggle.

How to move away from this toxic glory?

1. Be honest. With yourself about how you really feel and be honest with others. Allow yourself to feel whatever it is you need and want to feel and give others the same opportunity. Validate their feelings, it is okay not to be okay. Understand that the world is not black and white, and live it anyways.

2. Understand and communicate- emotions guide you, they always do, towards an experience and a lesson. Understand why you feel what you are feeling or why the other person is feeling that way and allow it to flow. Listen, communicate and be realistic in all those moments. Do not shut it down with toxic platitudes, it's unhealthy.

3. Find the balance- in the good and the bad. There is something good in every bad experience and there is something bad in a good experience. You are not a negative person for venting, and you are not totally a good person because you are always positive. Remember that. Also, do not project your feelings onto others and don't willingly just accept feelings from other people.

4. Be present! - being present means you can feel anything in the moment, don't feel guilty. It comes with self-awareness too; remember you are a human being. Don't deny yourself or anyone the authentic human experience.

5. Listen more and speak less. yes, to yourself and others, don't expect too much. Like I said, emotions guide you.

One thing we have to realize is that things happen, and we will react from an emotional or rational space. But either way, we will have a reaction to whatever is happening. The line between being optimistic and pessimistic is thin and that makes life a reality. Forcing feelings and pretending that everything is fine can give you the illusion that you are progressing. However, you are still stuck in that moment because you did not deal with that which you had to deal with.

To really understand our emotions and everything in ourselves, and the place from which we operate emotionally, watch the movie 'inside out', it is a great example of how we battle ourselves.

"One does not become enlightened by imagining figures of light, but by making the darkness conscious." Carl Jung



Ingredients

- Decrease Serving 8
- Increase Serving Adjust
- Original recipe yields 8 servings
- Ingredient Checklist 2 pounds lean ground beef
- 2 large yellow onions, chopped
- 3 cloves garlic, chopped
- 3 cups water
- 2 (15 ounce) cans tomato sauce
- 2 (14.5 ounce) cans diced tomatoes
- 3 tablespoons soy sauce
- 2 tablespoons dried Italian herb seasoning
- 3 bay leaves
- 1 tablespoon seasoned salt, or to taste
- 2 cups uncooked elbow macaro

Classic Goulash

Easy recipe for making a classic goulash. Can also be done in a slow cooker. Inspired by Paula Deen's Bobby's Goulash.



Step 1

Cook and stir the ground beef in a large Dutch oven over medium-high heat, breaking the meat up as it cooks, until the meat is no longer pink and has started to brown, about 10 minutes. Skim off excess fat, and stir in the onions and garlic. Cook and stir the meat mixture until the onions are translucent, about 10 more minutes.



Step 2

Stir water, tomato sauce, diced tomatoes, soy sauce, Italian seasoning, bay leaves, and seasoned salt into the meat mixture and bring to a boil over medium heat. Reduce heat to low, cover, and simmer 20 minutes, stirring occasionally.



Step 3

Stir macaroni into the mixture, cover, and simmer over low heat until the pasta is tender, about 25 minutes, stirring occasionally. Remove from heat, discard bay leaves, and serve.

Cook's Note

For slow cooker, preheat a slow cooker set on High heat. Make recipe through Step 1; place the ground beef-onion mixture into the preheated slow cooker. Stir in water, tomato sauce, diced tomatoes, soy sauce, Italian seasoning, bay leaves, seasoned salt, and macaroni until thoroughly combined. Cook on High for 1 hour.

Butternut Squash Soup II



This is a thick, rich soup with tons of flavor. Something I whipped up off the top of my head, with things I had on hand. Super easy, quick, and a great way to use squash. An instant hit at my house.



Step 1

Melt the butter in a large pot, and cook the onion, celery, carrot, potatoes, and squash 5 minutes, or until lightly browned. Pour in enough of the chicken stock to cover vegetables. Bring to a boil. Reduce heat to low, cover pot, and simmer 40 minutes, or until all vegetables are tender.



Step 2

Transfer the soup to a blender, and blend until smooth. Return to pot, and mix in any remaining stock to attain desired consistency. Season with salt and pepper.

OFF THE CUFF

WITH BERNA ARNOLD

Fun facts

1. Sneakers or heels
2. Current favourite song on play list
3. My travel bucket list includes.
4. If i wasn't a (job that you do) I'd be...
5. I have the biggest celebrity crush on ...
6. Wine or champaign- Wine
7. Polker dots or stripes - Stripes



01 Heels



06 Wine



02 Impilo yame.



07 Stripes



05 Ben Affleck



04 Policy Advisor



03 Caribbean Island

brandhut



Thinking about
Re-Energizing
your brand?

Reach out
and we'll help

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DO YOU QUALIFY FOR AGRIBANK'S WOMEN AND YOUTH LOAN?

WHO QUALIFIES TO APPLY FOR THE WOMEN AND YOUTH LOANS?

YOUTH

- Age limit 35 years -

You are a Namibian or a permanent resident.

You are aged between the age of 18 - 35 years old.

You are a legal entity, 80% of shareholders /partners between the age of 18 - 35 years old.

You have fixed assets with limited or no collateral scope.

WOMEN

- No Age Limit -

You are a Namibian or a permanent resident.

You are a woman aged above 35 years.

You are a legal entity, all shareholders/partners are women.

You are an employed or self-employed woman who earn less than N\$ 800 000 gross annual income.

You have fixed assets with limited or no collateral scope.

AGRI-PROFESSIONALS

- No Age Limit -

You are a Namibian or a permanent resident.

You are a male or female with qualifications in agriculture and related fields aged above 35 years.

You have at least a certificate in agriculture or related fields obtained from an accredited institution.

You are operating or intends to operate on a full-time basis on the funded project.

IF YOU FALL UNDER ANY OF THESE CATEGORIES AND HAVE A PASSION FOR AGRIBUSINESS, TIME IS NOW TO SUBMIT YOUR LOAN APPLICATION

OPTIONS AVAILABLE UNDER WOMEN AND YOUTH LOANS

# Loan Facilities	Loan purpose	Description	Tick Boxes
1 Cashflow lending	Short-term loans	<ul style="list-style-type: none"> No collateral required for clients who do not have fixed property or have limited collateral scope on their fixed properties. Funds to be borrowed is based on projected cashflow. 	<ul style="list-style-type: none"> Valid offtake or supply agreement Client to sign a Tripartite agreement (off taker-Customer-Agribank).
2 Salary-backed loans	Medium- & Short-term loans	<ul style="list-style-type: none"> No collateral required for clients who do not have fixed property or have limited collateral scope on their fixed properties. Monthly payment through salary deduction or debit order. 	<ul style="list-style-type: none"> Debit order /payroll deduction agreement in place.
3 Relaxed collateral requirements for farmland	Farmland purchase	<ul style="list-style-type: none"> We offer 100% Loan to value collateral. This means we can finance a farmland at a price equivalent to the Bank's valuation of the property, unless additional collateral is provided. 	<ul style="list-style-type: none"> A commercial farmland is to be purchased

All loans are subject to viability of funded project/activities and the existing bank policies

LOAN TERMS & CONDITIONS

#Loan Purpose	Description
1. Loan limit	<ul style="list-style-type: none"> Based on affordability and risk appetite of the Bank
2. Loan terms	<ul style="list-style-type: none"> Duration of loan period and repayment frequency is based on the existing Bank policy One - year grace period
3. Interest rates	<ul style="list-style-type: none"> Currently @ 7% across all products
4. Insurance	<ul style="list-style-type: none"> Credit life cover is prerequisite for unsecured lending Insurance for equipment and machineries
5. Loan products	<ul style="list-style-type: none"> All products offered by Agribank (except loan consolidation & debt takeover)
6. Sector	<ul style="list-style-type: none"> Crops • Agro processing • Livestock farming • Aquaculture Forestry (wood & non-wood) Biomass (i.e charcoal production and processing)
7. Agriculture and related fields	<ul style="list-style-type: none"> Example: Crop science, Livestock science, Veterinary, Agriculture Economics, Agriculture Engineering, Food Science, Biotechnology, Fisheries, Environmental science, Forestry, Chemistry, Biology

CONTACT OR VISIT US AT OUR BRANCHES

- Windhoek Branch** 061 207 4202
- Otjiwarongo Branch** 067 304 495/6/7
- Gobabis Branch** 062 577 800/1
- Oshakati Branch** 065 221 358
- Mariental Branch** 063 242 818
- Zambezi Branch** 066 252 060
- Rundu Branch** 066 255 645

To access application forms and additional information follow the link below:
<https://agribank.com.na/page/women-youth-application-forms>

DID YOU KNOW?

Agribank specializes in financing the entire value chain from land acquisition, production inputs, harvesting, transporting, processing and marketing agricultural products at competitive interest rates.