

BUSINESS DAY WEEKENDER

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10 women dominating WAFCON 2025:

**Queens of
African
football**



FASHION

Epic Show 2025:
Championing funding,
Sustainability, and
creativity at the Heart of
African Fashion



EDUCATION

Here are Nigeria's 10 most
preferred universities in
2025 UTME

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10 WOMEN DOMINATING WAFCON 2025: QUEENS OF AFRICAN FOOTBALL

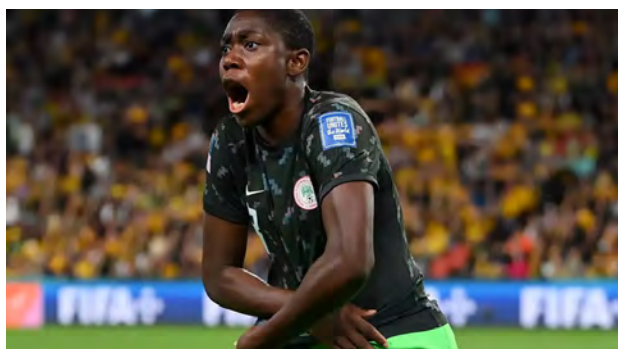
FAITH OMOBOYE

The 2025 Women's Africa Cup of Nations (WAFCON) is in full swing, and Africa's top football queens are already stealing the show. From game-changing goals to timely assists, these ten superstars are inspiring a continent and redefining what's possible for women's football.

Here are ten players you need to know, right now:

Asisat Oshoala

Six-time African Women's Footballer of the Year. First African woman to score in a UEFA Women's Champions League final. Now lighting up the NWSL with Bay FC, she wasted no time at WAFCON, scoring Nigeria's first goal just four minutes into their opener against Tunisia. Oshoala remains the blueprint: quick, ruthless, and the ultimate big-game player.



Rasheedat Ajibade

The Atlético Madrid forward is a nightmare for defenders. Versatile enough to play wide or behind the striker, Ajibade's dribbling, directness, and game sense have already made her a standout in high-pressure moments, including at the 2023 FIFA Women's World Cup. Expect more big goals as the Super Falcons chase another title.



Barbra Banda

Banda grabbed global headlines with back-to-back Olympic hat-tricks in Tokyo and repeated the feat in Paris 2024. Now with Orlando Pride in the NWSL, she's already proving unstoppable in WAFCON 2025, scoring goals and dragging Zambia into the next stage of the tournament.



Racheal Kundananji

Banda's partner-in-crime for Zambia is none other than Kundananji, explosive, powerful, and deadly in the box. After a record-breaking move to Bay FC, she's now the most expensive African women's footballer ever. Her pace and finishing make her one of the most closely marked players this tournament, for good reason.



Ndeye Awa Diakhate

She made history in 2022 by scoring Senegal's first-ever goal in a WAFCON final stage; now she's doing it again. The Olympique de Marseille forward is already one of this edition's top scorers, with four goals. Quick and skilful, she's the heartbeat of Senegal's rising Lionesses.



Safietou Sagna

Captain of the Lionesses of Teranga, Sagna is the calm commander at right back. Combining athleticism with game intelligence, she locks down wingers and organises the defence.



Ghizlane Chebbak

Morocco's iconic captain is as classy as they come. Best player of the 2022 edition, with three goals, Chebbak's experience and set-piece mastery make her indispensable. The daughter of Moroccan football legend Larbi Chebbak, she's now one of the tournament's leading scorers and a symbol of the Atlas Lionesses' golden generation.



Fatima Tagnaout

One of the local league's brightest gems, Tagnaout is a dribbling machine down the left for AS FAR. Her agility and crossing deliver constant danger. Named the best player in Morocco's domestic league multiple times.



Jermaine Seoposenwe

Banyana Banyana's forward brings brains and brawn to every game. Her hold-up play and selfless link-ups make her one of the most complete forwards in the tournament. South Africa will rely on its big-game instinct to push through the knockout stages.



Hildah Magaia

She stunned everyone at WAFCON 2022 with a match-winning brace in the final to secure South Africa's first-ever title. Now starring for Mazatlán FC in Mexico, Magaia's composure and finishing power continue to shine.



EPIC SHOW 2025: CHAMPIONING FUNDING, SUSTAINABILITY, AND CREATIVITY AT THE HEART OF AFRICAN FASHION

IFEOMA OKEKE-KORIEOCHA





The recently concluded Epic Show 2025 by Fashions Finest Africa for two days spotlighted Africa's boldest new voices in fashion while tackling real industry challenges.

Fashions Finest Africa (FFA) is a leading Pan-African platform dedicated to supporting new and emerging fashion creatives across the continent.

Held on July 5th and 6th at The Podium, Lekki, the event attracted a vibrant cross-section of designers, industry voices, culture leaders, and fashion enthusiasts all united by a shared commitment to shaping the future of African fashion.

Epic Show 2025 opened with inspiring panel conversations on funding, fashion business literacy, and sustainability bringing together thought leaders and fashion veterans to explore the systems needed to support African fashion beyond aesthetics.

The sessions featured voices from across sectors; Jide Sipe, Mai Atafo, The style infidel, Ejiro Amos Tafiri, Dr. Yetty Ogunnubi, Abubakar Sanusi, Isaac John, Mabel Adeteye, Chidubem Ejezie and Dayo Nupo, each offering insight into the structural changes required for Africa's fashion economy to thrive.

From navigating the venture capital landscape to addressing the climate impact of production, the discussions made it clear: creativity needs structure, and talent must meet opportunity.

The runway shows that followed reflected the same intentionality. 31 emerging designers took to the stage, presenting collections that merged local identity with global appeal.

Each designer brought a fresh perspective from daring silhouettes to textile innovation showing the depth of talent rising across the continent.

The show featured Nubik Attire, Nenysty Atelier, Tsmallz Apparel, The Vantage Gent, The Fleks Apparel, House of Gold, Millennial Apparel by Ruby, Jayred Fashion World, Lamide Official, Ria Kosher, Asotiy, The U & J Brand, Gozifego, Trendecais x Yunik, 31 Woman Elegante, De Sewar, Onye Duo Duo, Tai.lore Clothing, Roju Ascent, Sarai Imani Atelier, Gloria & Co, RR Dot Design, Kijipa Couture, Tresha Trendy, Craftman Bespoke, Mak Africa, AO Afriq, R, Herant, Diuz! Authentic and Stella London Day 2 introduced one of the event's standout moments: the Design for the Future (D4DF) competition, an initiative launched to spotlight visionary fashion talents at the start of their journey.

After a compelling runway showcase, the winning designer was awarded a ₦1 million grant and a closing slot at the grand finale showcase, a moment that earned a standing ovation from the crowd and marked a symbolic investment in Africa's next generation of creatives.

High-profile personalities including Queen Ronke Ademiluyi Ogunwusi, cultural ambassador and Queen of Ife, Mojibade Sosanya and media icon Frank Edoho were in attendance at the grand finale, further affirming the platform's credibility and wide-reaching cultural impact. Also present were respected industry figures like Mai Atafo and The Style Infidel, who offered guidance to the emerging designers backstage and lent their voices to panel conversations earlier in the programme.





Reflecting on the success of the show, Sola Oyebade, Founder of Fashions Finest Africa and CEO of Mahogany International, shared:

“What we witnessed over the last two days is the future of African fashion in real time. From our panelists to the designers, to the audience that showed up with energy and purpose, Epic Show 2025 reminded us that Africa is full of brilliance; it only needs the right platforms. That’s what FFA will always stand for.”

In the vibrant world of fashion, few individuals have made as significant an impact as Oyebade, popularly known as Mr. Mahogany. He has been instrumental in creating opportunities for emerging talent in the fashion industry, not just in Nigeria, but across the entire continent.

With a career spanning over 15 years, Oyebade’s journey in the fashion world began in the UK, where he was part of London Fashion Week.

However, when he returned to Nigeria in 2013, he noticed a significant gap in the fashion landscape. “I realized that there were no shows for new and emerging talent,” he recalls. “All the shows were for the big boys and big girls in the fashion industry.” Determined to fill this gap, Sola set up Fashions Finest Africa, with a mission to provide a platform for new designers, makeup artists, hair stylists, models, and other industry professionals to gain experience and exposure.

Today, Fashions Finest Africa is a premier fashion event that showcases the best of African fashion to the world. With a rigorous selection process, Sola and his team carefully curate a lineup of designers who are passionate about their craft and dedicated to their business. “We get literally hundreds, if not thousands of people that want to be on it,” he says. “We have a selection team that sits down, looks at people’s designs, their Instagram, their social media. Are they serious about their business? How long

have they been in it?”

One of the unique aspects of Fashions Finest Africa is its focus on sustainability. The “Design for the Future” competition, which is part of the event, encourages designers to reuse and recycle materials, with a prize of one million naira for the winner. “We’re trying to encourage the new set of designers, the young people out there, to go and reuse all of these clothes,” Sola explains. “Create new clothes, new outfits, and stuff.” This initiative not only promotes sustainability but also provides a platform for emerging designers to showcase their creativity and talent.

Oyebade’s vision for Fashions Finest Africa extends beyond just showcasing fashion. He wants to create a community of like-minded individuals who are passionate about fashion and committed to excellence. “It’s not just about designers,” he says. “It’s about anybody that’s new in the fashion industry, so makeup artists, hair stylists, models, fashion illustrators, fashion designers. Anybody that’s trying to break into that fashion ecosystem, this is where we want them to come to.”

As Fashions Finest Africa continues to grow and evolve, Oyebade remains committed to his mission of empowering emerging talent in the fashion industry. With a keen eye for detail and a passion for innovation, he is determined to make Fashions Finest Africa a household name, not just in Africa but globally.

“Lagos is the fashion capital of Africa. I don’t care what anybody says, South Africa used to be, nah, it’s Lagos, Nigeria now.” With Fashions Finest Africa, Oyebade is putting Lagos on the map as a hub for fashion and creativity, and his dedication to emerging talent is inspiring a new generation of designers and industry professionals.

The next edition of Fashions Finest Africa promises to be bigger and better, with a lineup of exciting events and showcases. As Sola looks to the future, he remains focused on his mission to empower emerging talent and promote sustainability in the fashion industry. With Fashions Finest Africa, Sola Oyebade is truly making a difference in the world of fashion.

Epic Show 2025 was a reminder that creative excellence on the continent is not in short supply. The event was produced by Mahogany International and made possible through the generous support of official partners Darling Hair, TEPS, and Mystic Beauty whose contributions helped shape the energy, experience, and success of this year’s edition.

HERE ARE NIGERIA'S 10 MOST PREFERRED UNIVERSITIES IN 2025 UTME

CHARLES OGWO

As the dust settles on the 2025 Unified Tertiary Matriculation Examination (UTME), new data reveals the universities that captured the highest number of applicants across Nigeria.

These institutions continue to stand out for their academic reputation, competitive programmes, and growing appeal among prospective undergraduates.

According to the Joint Admission and Matriculation Board (JAMB) report, here are the top 10 most sought-after universities in the 2025 UTME, and what makes them the for leading choices students nationwide.

Lagos State University (LASU):

Lagos State University (LASU) is a public university established in 1983 by the Lagos State Government. It is located in Ojo area of the state, and has other campuses in Ikeja and Epe. The university's mission is to be a "citadel of learning" with excellence in teaching, research, and service to humanity.

In the 2025 UTME, LASU had 79,000 applicants that made the institution its first choice.



The University of Lagos (UNILAG):

The University of Lagos is a public research university located in Akoka-Lagos, which was founded in 1962. UNILAG is one of the first generation universities in Nigeria and is ranked among the top universities in Africa in major education publications.

The university is one of three tertiary institutions from Nigeria listed in QS Global University Rankings recently. In the 2025 UTME, UNILAG had 58, 645 candidates that made it their first choices.



University of Ilorin (UNILORIN):

University of Ilorin (UNILORIN) is a federal government-owned public research university in Ilorin, Kwara State. The university's main campus sits on an expansive area of land, about 5,000 hectares in the ancient city of Ilorin; making it the country's largest university, and one of the largest in Africa by landmass.

It was established in 1975, by a decree of the Federal Military Government.

The university had 56,734 candidates that made it their first choice in 2025 UTME.

Federal University Oye-Ekiti (FUOYE):

Federal University Oye-Ekiti, is a federal government-owned and operated university. The university has two campuses located in the ancient cities of Oye-Ekiti and Ikole-Ekiti respectively.

The university had 52,103 candidates that made the institution their first choice in the 2025 UTME.

Nnamdi Azikiwe University (UNIZIK):

Nnamdi Azikiwe University (UNIZIK) is a federal university located in Awka, Anambra State. It was established in 1991 and named after Nnamdi Azikiwe, the first President of Nigeria.

The university has multiple campuses, including the main campus in Awka and others in Nnewi, Agulu, and Ifite-Ogwuari. It received a total of 51,467 applicants that preferred it to other universities.



The University of Ibadan (UI):

The University of Ibadan (UI) is Nigeria's oldest degree-awarding institution, established in 1948 as University College, Ibadan, and later becoming an independent university in 1962.

The university has played a significant role in Nigeria's development, particularly in education, through its extensive network of graduates.

It received a total of 48,291 applicants preferring it as their first choice in 2025 UTME.

The University of Nigeria, Nsukka (UNN):

The University of Nigeria, Nsukka (UNN) is a federal institution located in Nsukka, and was founded by Nnamdi Azikiwe in 1955, but was officially opened in 1960.

The university has a student population of 46,542, in the 2025 UTME. It is known as the first indigenous university in Nigeria.



University of Benin (UNIBEN):

The University of Benin (UNIBEN) is a government owned tertiary institution, established in 1970, by the then Colonel Samuel Osaigbovo Ogbemudia-led military administration of Midwest State.

The University was established, first as Midwest Institute of Technology, but was commissioned as a university by NUC in 1971.

The Institution became a federal government owned university on April 1, 1975. The University had 45,686 candidates that preferred it as their first choice in 2025 UTME.

Obafemi Awolowo University (OAU):

Obafemi Awolowo University, Ile-Ife is one of three universities established in 1961.

On June 8, 1961 the Law providing for the establishment of the Provisional Council of the university was formally inaugurated under the chairmanship of Rotimi Williams.

In the 2025 UTME, the university had 43,777 applicants making it their first choice institution.

LAGOS TO HOST AFRICA'S FIRST-EVER LAJWH EXPO: A LANDMARK IN GLOBAL LUXURY



Lux Afrique Boutique has announced its first-ever Lux Afrique Jewellery, Watch & Home Expo (LAJWH Expo), taking place on 12th to 14th, September 2025 in Victoria Island, Lagos, Nigeria.

The LAJWH Expo is not only highly curated, invite-only that will showcase world-class opulence but also promises an immersive experience for VIP guests, luxury enthusiasts, collectors, and international brand partners.

Lux Afrique Boutique, founded by Alexander Amosu, a serial entrepreneur and pioneer in Africa's luxury space, is set to bring the LAJWH Expo together with the world-class selection of jewellery, timepieces, designer furniture, homeware, and lifestyle brands from across the globe.

The LAJWH Expo is a cultural moment spotlighting Africa's evolving role in the global luxury landscape offering VIP guests a rare opportunity to explore luxury innovation.

The LAJWH Expo will be a sensory journey into the world of prestige, featuring:

High jewellery and fine timepieces from globally revered houses Designer furniture, homeware, and audiovisual innovations for the ultra-refined home Tailored lifestyle experiences that connect elite consumers to exceptional brands The event isn't just a display, it's a statement: that Africa is not only consuming luxury, it is defining it.

From fashion to interiors, jewellery to technology, African taste is evolving, and the global industry is watching.

Curated Programming to Inspire and Educate

The LAJWH Expo will feature a rich, multi-sensory programme designed to educate, inspire, and spark conversation: Workshops.

Led by industry specialists and high-end brand experts, these interactive sessions provide practical insight and real-world applications across luxury craftsmanship, personal style, brand-building, and lifestyle curation. Attendees will leave with valuable skills and actionable knowledge they can immediately apply to their personal or professional lives.





The Conference will bring together thought leaders and insiders from the worlds of luxury fashion, jewellery, watches, and design. Attendees will gain unique insights into market trends, consumer behavior, innovation, and brand strategy with a focus on Africa's rising influence in global luxury.

Auction & Luxury Awards Gala

A fine art and collectible auction will feature rare and one-of-a-kind pieces from leading African and international creators. The weekend culminates in the prestigious LAJWH Luxury Awards Gala Dinner, celebrating excellence, innovation, and impact in the luxury space across Africa.

Why Lagos?

With its vibrant culture, economic power, and unmatched creative energy, Lagos is the ideal host

city. As Africa's luxury capital-in-the-making, Lagos embodies the bold spirit and ambition that define the continent's rising luxury class.

"Africa is no longer an emerging luxury market. It is an active, thriving one. LAJWH Expo is a platform to showcase that, and to invite the world to take notice," says Alexander Amosu, "Lagos is not just the location; it is the stage."

Curated for VIP clients, collectors, tastemakers, and luxury insiders, the LAJWH Expo is strictly by invitation, ensuring exclusivity, intimacy, and a tailored experience.

The event also serves as a unique opportunity for brands, sponsors, and exhibitors looking to position themselves at the forefront of Africa's booming luxury movement.

THE CAGE MATCH: ON HUNGER, PRIVILEGE, AND THE NIGERIAN HUSTLE

EYESAN TORITSEJU

Put two men in a cage. Tell one, “If you lose, you die.” Tell the other, “Win or lose, you’ll still eat tonight.” Then step back, and witness the raw, unadulterated ferocity unleashed by the man fighting for his very existence.

As brutal as it sounds, this analogy captures a recurring truth in Nigeria’s entrepreneurial landscape: those from humble beginnings often rise with a ferocity and scale that outpaces their privileged counterparts. It’s not that the wealthy don’t succeed, they very often do. But rarely with the same level of ingenuity or scale.

Why? Because in Nigeria, hunger is currency, and adversity is training. Some people hustle to change the world. Others hustle to upgrade their lifestyle.

Then there are those who hustle because stopping isn’t an option. For them, to slow down is to quite literally, go under.

The Edge of Desperation

In a society defined by uncertainty, crumbling infrastructure, and the absence of meaningful safety nets, success isn’t a pursuit, it’s a lifeline. The child from Makoko or Onitsha isn’t necessarily chasing success to make their father proud. They’re chasing it because the alternative is unthinkable: The slow suffocation of poverty, the quiet violence of social invisibility, and the heavy inheritance of being born into a system that forgets you before you even begin.

This kind of hunger doesn’t just build character, it engineers a particular Nigerian archetype: resilient, street-smart, and endlessly inventive. These are people forged in the pressure cooker of Nigeria’s everyday dysfunction. They grow up queuing to fetch water in jerry cans before school, memorizing when NEPA might blink, and sleeping in heat-soaked rooms without electricity or reprieve. They learn to stretch ₦1,000 across a week: not in theory, but in real hunger. They navigate the shame of unpaid school fees, chased out of class or made to sit outside staff rooms like beggars waiting for mercy. They learn, far too early, that in Nigeria, your family situation often speaks louder than your own promise.

Taking on responsibility early, they step into adulthood as children, hawking sachet water in traffic, selling plantain chips at bus stops, or helping their mothers keep kiosks alive one Maggi cube at a time. They master the art of survival: improvising, negotiating, and adapting, long before they ever encounter a boardroom or a pitch deck.

They fight like their very lives depend on it, because in a real sense, they do.

Comfort, the Quiet Sedative

By contrast, those born into wealth often enter the ring with softened hands. They’re equipped with resources, connections, capital, and exposure, but often lack the emotional urgency that fuels real transformation. They are taught to protect what was built, not to reinvent it. To polish the family name, not to risk it on untested dreams.

Comfort breeds a particular kind of caution: polished, articulate, and quietly terrified of slipping. When you’ve never known desperation, you fear failure differently, not as an existential threat, but as an embarrassment, a bruise on your reputation. Among Nigeria’s privileged, success often shows up as theatre: well-dressed, publicly applauded, but carefully managed to avoid true uncertainty. Beneath the polish lies a quiet paralysis, a fear of risk that stems not from incapacity, but from comfort too deep to disturb. In such circles, failure is not fatal; it is simply unfashionable.

Another thing worth noting is that we often spend our lives chasing what we were denied early on. For the privileged, that absence is rarely material. They grow up insulated from lack, but often feel starved for distinctiveness. They crave the feeling of having earned something, of standing apart not just by name, but by merit. So they pursue originality, acclaim, sometimes even risk, not for survival, but for significance.

For those who grew up with little, especially in a country where respect is tethered to status, and status is measured in cash money, money becomes more than a means to them, it becomes meaning.

So, ironically, privilege becomes a different kind of poverty, not of means, but of motive. A gilded cage that rewards risk aversion, punishes deviation, and cushions the fall so well that not many ever truly learn how to climb.

Systemic Hunger as a Catalyst

The Nigerian state does not reward the comfortable. This country does not reward passivity. The infrastructure is broken, the government unreliable, and the people who control access don't open doors, they guard them. It doesn't protect inherited structures or cushion old money. There are no tax breaks for legacy wealth; if anything, the system demands a cut. Finally, when inheritance turns into warfare, as it often does, the law is too weak to hold the centre.

Everything must be fought for, learned the hard way, and executed with relentless consistency. Those who come from lack understand this from the beginning. They internalize scarcity as a system, and build with it in mind. They know the margin of error is zero. That every sale matters. That every connection could be the break, or the breakage.

In contrast, those raised in comfort often expect that structures will protect them. However, Nigeria rarely protects. It forgets, swiftly and impersonally, anyone who doesn't force it to remember.

It's easy to romanticise hardship as character-building. But this isn't an ode to struggle, no one should have to prove their worth through suffering. It's simply a reflection of how the Nigerian system functions: it drags people down, and somehow still demands they rise. In a country where structure fails and safety nets are myths, survival becomes its own form of genius.

What Happens When Hunger Fades?

As more Nigerians break free from the grip of poverty, a harder question emerges: how do you preserve the fire without handing down the scars?

If hunger was your fuel, what would ignite your children's drive?

If struggle taught you grit, what will teach them resilience?

We are entering a pivotal chapter. For the first time in recent history, Nigeria is producing a generation of serious wealth creators, not just in oil or politics,

but in tech, media, finance, and culture. They are self-made in the truest sense: building from scratch in a system that offered them little but resistance.

However, their true legacy won't be the products they ship or the buildings they erect. It will be in the systems they leave behind, the structures that make success less accidental for those coming after them.

Can they build safety nets without breeding complacency?

Can they institutionalize excellence without engineering trauma?

Can they pass on urgency without passing down anxiety?

These aren't just personal or family-level concerns, they're national ones. When generational wealth isn't matched with generational grounding and structural advocacy, it breeds elitism, not continuity. Also, when hardship is the only teacher we respect, we keep reproducing suffering as a rite of passage.

This is the quiet tragedy of Nigeria's hustle economy: every generation learns to climb, but few learn to build what outlasts them. So the ladder stays short, the climb resets, and we keep pretending the hustle pays equally, not because the system is just, but because memory is short and success makes people forget where they started.

If we don't learn how to pass the baton, not just the bag, we will never truly grow, because a nation that only knows how to rise from nothing will keep returning to nothing, just to remember how.

Eyesan Toritseju is a Lagos-based strategist and cultural commentator. In his writing, especially through his column, *Cosmopolitan Nigeria*, he examines how African societies confront the legacies of their past while reimagining identity, influence, and progress in the present.

UPSKILLING FUTURE ENGINEERS: OJEWUNMI INSPIRES STUDENTS FOR CAREER GOALS

... as initiative bridges aerospace practice, academic gap

CHARLES OGWO



As the demand for skilled aerospace engineers continues to grow, inspiring the next generation has never been more critical.

Annie Ojewunmi, an aerospace engineer and educator, is leading the charge, equipping students with the tools, mindset, and motivation they need to succeed in a rapidly evolving industry.

Ojewunmi, bearing in mind that without access to industry information and career mentorship, most students would choose the wrong careers in life, and that the current Nigeria's academic curriculum does not fully prepare engineering students to be industry-ready in terms of career guidance and support; founded the Young Aerospace Professionals Initiative (YAPI) to bridge the gap.

"Through YAPI, I have provided STEM-focused mentorship to over 100 aspiring Nigerian aerospace professionals," she said.

In addition, she said, "The initiative offers career coaching, job placement assistance, and professional networking training. These have resulted in over 20 aerospace internships and graduate training with a 90 percent acceptance rate for mentees, knowledge-building and skills development webinars, and mentorship sessions to boost STEM career success and positively impact the local STEM workforce."

In the last quarter of 2024, YAPI, in partnership with UNIVAST Space, successfully conducted a two-day



outreach programme at Isale-Eko Senior Grammar School, Lagos Island, introducing secondary school students to aerospace, climate action, and sustainable development.

The outreach aimed to help these underserved secondary school students develop an interest in aerospace and climate change and pursue careers in these industries.

“The students engaged with real model aircraft components, assembled and tested a model airplane, and experienced a hands-on drone demonstration.

“The drone demonstration, which had over 200 students in attendance, was the highlight of the entire event. The students also learned the different parts of an airplane, their functions, and engaged directly with components such as wires, rotors, wings, and batteries,” Ojewunmi emphasised.

Sharing her experience on her scaled to her current career path, she said that to her disappointment, growing up in her career, she faced significant challenges in securing a graduate trainee position after graduation.

However, through dedication and consistency, she secured an opportunity that allowed her to make meaningful contributions to the growth of her organisation while gaining invaluable knowledge and technical skills in the aerospace and aviation industry in Nigeria.

“Following the training, I was retained as an Aircraft Maintenance Technician, working alongside Licensed Aircraft Maintenance Engineers. Overcoming these challenges made me realise the importance of a structured career support system and personal zeal and dedication to be successful in the industry as a young professional.

Today, as a young aerospace and aviation professional, my goal is to contribute to current research and development in Sustainable Aviation Fuels (SAFs) and Hydrogen Propulsion technologies. I also look forward to driving more positive change through YAPI in STEM education and workforce development, focusing on aerospace, for aspiring professionals coming behind,” she stressed.

According to the World Economic Forum report, “By 2030, Africa will house 42 percent of the global youth population, with 602 million aged 15–34.”

The programme offered over 120 students combined from Science, Arts, and Commercial classes, along with their teachers, in interactive and hands-on sessions on flight mechanics, spacecraft design, and model aircraft assembly.

This demographic could drive innovation, but without training, untapped potential may fuel unemployment and unrest.

Nigeria’s under-skilled youth need immediate upskilling to harness this “youth dividend” and power economic growth across the continent.

To ensure that Nigerian youth are job-ready in their chosen career, YAPI is also helping students with their admission trajectories.

In 2023, Ojewunmi helped a student secure admission for a mentee in Aircraft Maintenance at the Nigerian College of Aviation Technology, and this mentee is currently a first-class student and the course representative, according to her.

“These are among our many achievements proving that with the right opportunities and mentorship, Nigerian students excel in the aerospace and aviation industry,” she said.

Moreover, she emphasised that YAPI is prepared to build partnerships with local and international aviation organisations, universities, and institutions to provide global opportunities, scholarships, internships, and exchange programmes to ensure that mentees are globally competitive.

“Through these partnerships, the programme will create structured pathways for students to transition seamlessly from school to employment,” she said.

In the next 10 years, she envisioned YAPI becoming a leading platform for mentorship, training, and advocacy in the aerospace and aviation industry in Nigeria and beyond.

The goal is to ensure that every aspiring aerospace professional, regardless of background, has access to mentorship, resources, and opportunities to succeed in the aviation industry.

FCT TEACHERS' SUSPENDED STRIKE: THE TASK AHEAD

... as June salaries paid at N70k, while arrears still pending

CHARLES OGWO



After more than three months of halted academic activities, teachers in the Federal Capital Territory (FCT) Abuja, are finally returning to the classroom.

While the strike may have ended, the challenges facing these educators are far from over. From bridging significant learning gaps to rebuilding pupils' morale and addressing infrastructural setbacks, the teachers now face the daunting task of restoring normalcy to a disrupted academic calendar.

Similarly, the pupils are faced with a new set of challenges; from catching up on lost time to preparing for delayed examinations and adjusting to renewed academic pressure, the road ahead is anything but easy.

For many students, the focus now shifts from frustration to resilience as they work to regain momentum in their education. Besides, the health of these teachers and pupils

are at risk, as the school compounds have turned to grazing fields, and dust overtaken the classrooms.

It is no longer news that upon the implementation of the new minimum wage and payment of five months arrears to the striking teachers accounts on Tuesday, July 8, the State Wing Executive Council (SWEC), have announced the suspension of the over three months strike.

According to the directive from the SWEC, all concerned teachers are to return to classroom on Wednesday, July 9, while the union intensifies more efforts to ensure the settlement of the remaining entitlements.

BusinessDay survey shows that some teachers under the Local Education Authorities (LEAs) in some Area Councils of the Federal Capital Territory (FCT), Abuja have begun to receive their June salaries, reflecting N70,000, new national minimum wage.

Abdulsalam Haruna, the coordinator of the FCT LEA Teachers' Forum affirmed this report when he revealed that teachers in Abaji, Abuja Municipal Area Council (AMAC), Bwari and Gwagwalada have so far received their June salaries with the new wage rate reflected.

However, Haruna pointed out that while Abaji Area Council teachers received four months' arrears, the LEA teachers in the council have only been paid the June salary at the N70,000 rate without any arrears.

"LEA teachers in Abaji, AMAC, Bwari and Gwagwalada have now started receiving their June salaries with the N70,000 new minimum wage.

"But, in Abaji, while other categories of staff have been paid four months' arrears, LEA teachers have not received any arrears," he said.

Nyesom Wike, the minister of FCT was forced to intervene in the more than three months impasse which unfortunately kept the primary school children out of school; even as the teachers insisted the strike would continue until they were paid despite the minister's promises.

The commencement of salary payments, though partial, is seen by some stakeholders as a possible step towards resolving the prolonged industrial dispute.

However, the task before the teachers and children could have been averted if those saddled with authority were mindful of the place of education in human capacity development.

As it stands, the pupils have the first, second and third term examinations to sit before the academic session is over in July. Obviously, most of the infrastructure are dilapidated and the school compounds over-grown with grass.

It took Wike to meet with the Nigeria Union of Teachers, Nigeria Union of Local Government Employees, and National Association of Nigerian Students' leaders for the impasse to be resolved.

The bailout plans were adopted by the minister and council chairmen to end the impasse on the basis, "FCT Administration (FCTA) will cover 60 per cent of the outstanding salary arrears for primary school teachers and other staff.

"The six area councils will be responsible for the remaining 40 percent, and since the councils failed to pay their share, Wike withholds the council chairmen's internally generated revenue for May and June."

These withheld funds will now be used to settle the 40 per cent council portion of salary arrears.

In the face of the new development, public primary schools and health facilities are expected to resume normal operations as salaries are being paid.

Recall that the teachers had embarked on the strike on March 24 for the failure of council chairmen to implement the national minimum wage policy.

Other issues included non-implementation and payment of 25 per cent and 35 percent salary increase, and non-implementation and payment of 40 per cent peculiar allowance.

The union were also demanding the payment of the N35,000 wage award and the implementation of the template on outstanding entitlements of teachers as agreed in 2022.



10 WAYS TO LAND YOUR DREAM JOB AS A NIGERIAN STUDENT IN 2025

CHISOM MICHAEL



Graduating with a degree is no longer a guaranteed ticket to your dream job, but how you position yourself online might just help.

Amid economic uncertainties and technological advancements, recent graduates and early-career professionals are leveraging social media platforms like LinkedIn to secure their dream jobs.

Insights drawn from the June 2025 LinkedIn Guide For Nigerian Students by Column reveal that Nigerian students are actively leveraging LinkedIn for learning from content (41%), building a personal brand (38%), and exploring career options (35%), in addition to networking and job searching.

However, delaying LinkedIn engagement until the final year is like cramming for a job interview the night before

— rushed, unprepared, and unlikely to yield meaningful results. If you're a student in Nigeria, the biggest LinkedIn mistake isn't posting the wrong thing; it's doing nothing at all.

To scale your career as a student, here are 10 actionable strategies you can adopt to land your dream job in 2025

1. Treat LinkedIn like a digital campus, not just a job board:

LinkedIn is far more than a job listings site. It's a dynamic hub for tracking industry trends, understanding professional discourse, and observing how thought leaders operate.

Even if you're still exploring your interests, passively consuming content in your desired field offers an exposure to critical conversations. The earlier you begin this observation, the quicker you'll learn to articulate your insights and, eventually, contribute meaningfully.

2. Fix your headline: "student" isn't a brand:

A generic headline like "Student" wastes prime digital real estate. Your headline is a concise statement of your academic pursuits and professional curiosities.

Instead of being vague, craft something specific like "Economics Student | Interested in Sustainable Finance & Impact Investing." This minor adjustment enhances your discoverability and memorability to potential recruiters, collaborators, or mentors.

3. Post what you're learning:

Many students delay posting until they secure an internship or win an award. However, significant growth occurs long before these milestones.

Sharing your learning journey, like a newly grasped concept, a workshop attended, or a skill you're developing, allows others to connect with your progress. Professionals are increasingly interested in your thought process and growth trajectory, not just your polished successes.

4. Connect with the right people:

While connecting with classmates is natural, the ultimate goal is to cultivate a valuable network. Prioritise connecting with alumni from your institution, professionals in your target industries, or speakers you've admired at events.

Consider sending your connection request with a brief, personalised message explaining your interest. Over time, these deliberate connections transform into a great source of advice, mentorship, and opportunities.

5. Engage before you publish:

If the idea of creating your content feels daunting, begin by actively engaging with others' posts. Comment thoughtfully on articles by professionals you admire, share your unique perspective, or pose insightful follow-up questions.

Consistent, valuable engagement in comments sections increases your visibility and builds trust, making it easier to solicit help or advice later. It's a low-risk strategy to develop your voice and enhance your online presence.

6. Use LinkedIn learning to build skills in private:

Not every career move needs to be publicly broadcast. LinkedIn Learning offers a wealth of practical courses that can significantly enhance your skillset – from refining CV writing to mastering Excel or public speaking.

Even dedicating 20 minutes a week to these courses can lead to substantial personal and professional development, boosting your confidence for that next internship interview.

7. Ask for advice, not jobs:

A common pitfall is waiting until desperation sets in before reaching out. People are generally more willing to offer assistance when they don't feel pressured to provide a job. Instead, frame your outreach as a request for guidance.

8. Document, don't "create":

You don't need to be a seasoned writer to post compelling content. Simply document what's already happening in your life: a decision you made, a challenge you overcame, or a moment that sparked a new thought.

9. Set a weekly LinkedIn routine.

Consistency trumps daily activity. A practical weekly routine could involve commenting on three posts, connecting with one new person, and publishing one update every two weeks.

Focus on the actions you take, rather than immediate results. Even if a post doesn't go viral, the very act of consistent engagement subtly builds your brand over time.

10. Pin your best work to your profile:

Once you have published content you're particularly proud of, pin it to the top of your profile. This immediately provides new visitors with a concise overview of your interests, skills, and thought process.

When recruiters or mentors land on your page, they'll see more than just a "Student." They'll encounter a curious, driven young professional – a profile that's inherently more appealing for investment and opportunity.

By trying out these tips, Nigerian students can transform LinkedIn from a dormant CV into a powerful engine for active career growth, building visibility and credibility long before they enter the competitive job market.

7 ONLINE BUSINESSES NIGERIANS ARE USING TO EARN DAILY

CHISOM MICHAEL



After facing joblessness, Bolu turned to the Internet for income. Starting with freelance writing and affiliate marketing, he began to earn daily and support his family. His story reflects a broader shift as many Nigerians seek flexible and immediate sources of income.

With rising unemployment and economic challenges, daily-paying online businesses are becoming common in Nigeria. From students to stay-at-home parents, more people are working online to meet their financial needs. Nigeria's growing internet access, with over 103 million users and a 45.5% internet penetration rate, supports this trend.

Online businesses that offer daily pay are accessible and flexible. Most require minimal

investment and offer fast payouts. This has made them a strong option for Nigerians seeking side income or full-time work.

Here are seven online businesses in Nigeria that offer daily payments.

1. Freelance writing and content creation

Freelance writing remains one of the most accessible online businesses in Nigeria. Writers create articles, scripts, blog posts, and more for clients who pay for each completed task. Platforms like Fiverr and Upwork allow Nigerians to showcase their work, submit proposals, and earn.

Writers often receive payments shortly after content is approved. While platforms like Fiverr take a few days to clear funds, consistent writing and quality delivery can lead to daily earnings.

Writers need a strong portfolio, good writing skills, and networking to get regular gigs.

2. Affiliate marketing

Affiliate marketing involves promoting products or services in exchange for a commission. Affiliates share a unique link and earn when people click and buy. Companies like Jumia, Konga, and Selar offer affiliate programmes that pay in naira and allow withdrawal to local bank accounts.

Marketers earn per sale, per click, or per lead. With high-traffic platforms like blogs or social media, affiliate marketers can generate daily commissions, especially when promoting in-demand products.

3. Online tutoring and teaching

Nigerians with strong academic backgrounds can teach students online through platforms like Preply and Skooli. Tutors are paid after each completed session. Some tutors also offer private lessons through platforms like Zoom and Google Meet, allowing for same-day payments.

Online tutoring is especially relevant for students and professionals who can teach academic or career-related subjects. Income depends on the subjects taught and the number of sessions.

4. Social media management

Small businesses in Nigeria are hiring social media managers to handle posts, monitor engagement, and run online campaigns. Managers can get paid per post, per day, or after short-term projects.

Platforms like Upwork and Fiverr help Nigerians find clients. Those with skills in content planning, analytics, or paid advertising have a better chance of earning consistently.

5. Online surveys and microtasks

Online surveys and small tasks like data entry and image tagging provide fast earnings. Platforms such as Swagbucks, Superpay.me, and OwoDaily pay users for each task completed. Some pay in naira and allow quick withdrawals.

Tasks may take minutes and offer small payouts, but with consistency, users can accumulate enough to earn daily. It suits those with limited digital skills or time.

6. Virtual assistance

Virtual assistants provide remote support to businesses. Tasks include scheduling, email management, research, and data entry. Many clients offer daily payments for small, completed assignments.

Nigerians can create profiles on Fiverr, Upwork, or PeoplePerHour. Building a client base requires trust, communication, and reliability. With strong online presence and marketing, virtual assistants can find regular work.

7. Selling Digital Products

Selling ebooks, courses, or digital art offers a path to daily income. Platforms like Gumroad, Shopify, and Teachable allow Nigerians to upload content and sell to a global audience. Products like stock photos or design templates can be sold multiple times.

Once uploaded, these products can generate income repeatedly. Payments are based on sales, and most platforms release funds after a short waiting period.

LAGOS THRIVES ON DIVERSITY: SPEAKER OBASA PRAISES EXPATRIATES' ROLE IN ECONOMIC DEVELOPMENT

CHISOM MICHAEL



Mudashiru Obasa, the Speaker of the Lagos State House of Assembly, has called on expatriates in Nigeria to partner the federal and state governments to drive economic growth.

This is also as he lauded the organizers of the Expatriates Business Awards for recognizing the vital contributions of expatriates to Nigeria's economic development and Gross Domestic Product (GDP).

He noted that the influence of expatriates has been pivotal to Lagos' rapid urban and industrial growth, and that the state has created a conducive environment where they enjoy quality living, business opportunities, and thriving tourism.

Obasa gave the commendation while delivering the keynote address as the host of the event held recently in Lagos.

Highlighting Lagos' tourism gains, the Speaker said last year's "Detty December" attracted 1.2 million visitors and generated about ₦416 billion (\$71.6 million) in revenue.

Commending TEBA for honouring expatriates contributing to Nigeria's economy, Obasa reiterated that Lagos remains a hub where foreign investors can thrive.

He expressed appreciation to PON Communications and the Board of Trustees for their commitment to hosting the prestigious ceremony, which, according to him, celebrates not only individual achievements but also the spirit of global



“Today, we are not just recognizing individual achievements; we are celebrating the spirit of entrepreneurship that transcends borders and unites us in our shared goals,” Obasa stated. “Lagos thrives on its diversity, and this event reminds us of the power of collaboration and the critical role foreign businesses and missions play in enriching our socio-cultural and economic landscape.”

Highlighting Lagos’ role as Nigeria’s economic powerhouse and the second-largest city economy in Africa after Cairo, Obasa noted that the state has benefitted immensely from its openness to foreign investors. He emphasized the importance of transparency, accountability, and public-private partnerships that encourage expatriate participation in key sectors of the economy.

“Lagos has created fertile ground for expatriate involvement. Their contributions to key industries, international expertise, and even everyday spending in areas like housing, education, and leisure significantly boost local businesses,” he added.

The event honoured several individuals and organizations for their excellence in various sectors:

The event honoured several individuals and organizations for their excellence in various sectors:

Georg Eder MBA as Distinguish Resident Entrepreneur of The Year 2024/25, Avsatel Communications Ltd as Aviation Safety Champion of The Year 2024/25, Manoj Tagjiani won Global Excellence In Aviation Award, 5-MACE Industries Ltd won



Aviation Technology Company Of The Year 2024/25, Riyah Abdul won Diaspora Revelation Of The Year 2024/25 and Turkish Airlines won Expatriate Airline Of The Year 2024/25.

Danny Green a.k.a 237 TownCryer won Cross-Border Talent of The Year 2024/25, Indian Community Expatriate Group of The Year 2024/25, Pascale Olumayowa Tafqa won Expatriate Entrepreneur Of The Year 2024/25, Alice Adetona a.k.a Oyinbo Olonje won Inter-Cultural Culinary Ambassador, Lilian Bach won Diaspora Distinction Award and Zainab Fatty won TEBA Serial-Entrepreneur Of The Year 2024/25.

Janice Udogu won Heritage Embrace Award, China Civil Engineering Construction Corporation (CCECC) Construction Company of The Year 2024/25, Arvind Pathak Expatriate CEO of The Year 2024/25, Nigerbirds Engineering, Emerging Aviation Powerhouse, Ronya Man, Cross-Over Actress Of The Year, Juma Jux, Cross-Over Musician of The Year 2024/25 and Rania Elewa, TEBA Diaspora Trailblazer Award



THE HEART BEHIND BEAUTY SECRETS SPA: A JOURNEY OF PASSION AND PURPOSE



In the heart of Wuse 2, Abuja, a new oasis of serenity and beauty has emerged – Beauty Secrets Spa. As you step into this tranquil haven, you couldn't help but feel a sense of excitement and curiosity. What drives a business like this? In an interview with Deborah Omale, the CEO of Beauty Secrets Spa, she speaks passionately about the story behind the incredible venture.

A Labor of Love

Deborah's journey with Beauty Secrets Spa began with a deep love for making people feel good about themselves. "It's more than a business," she says with a smile. "It's my heart in action."

With years of experience in the beauty and wellness industry, Deborah realised that people were craving more than just a service – they needed a place to breathe, to heal, and to be taken care of. And so, Beauty Secrets Spa was born – a calm, welcoming space where people can pause, be pampered, and walk out feeling brand new.

Luxury for All

But what sets Beauty Secrets Spa apart from other luxury spas? According to Deborah, it's the beautiful balance of luxury and affordability. "We believe that luxury doesn't have to be out of reach," she explains. "Everyone deserves to feel



“Every treatment is customised, every detail is intentional, and every member of the team is dedicated to making you feel at home. From the warm greeting at the door to the soft music and calming scents, every element is designed to create an experience that leaves you feeling seen, loved, and whole.”

Empowering People

But Beauty Secrets Spa is more than just a business – it’s also a force for good in the community. Deborah’s team is built on a foundation of training, growth, and personal development, giving people more than just a paycheck. “We’re not just building a business, we’re building people,” she says. “And that’s the real beauty of it all.”

pampered and cared for, whether you’re coming in for a quick facial or a full spa day.” With high-quality treatments using the best products, Beauty Secrets Spa makes self-care a necessity, not a splurge.

A Unique Approach

“It’s the way they treat people that makes Beauty Secrets Spa truly unique,” says Deborah. “We see you, not just your skin or your body, but you.”

By providing opportunities for people to grow and thrive, Beauty Secrets Spa is helping to curb unemployment and empower individuals in the community.

Beauty Secrets Spa is more than just a business – it’s a movement. It’s a reminder that self-care is essential, that people deserve to be seen and loved, and that beauty can be a powerful force for good.

SENWELE JESU AT 50: A LIFE OF FAITH, MUSIC AND LEGACY

ESTHER EMOEKPERE





Olubukola Rachael Akinade, popularly known as Senwele Jesu, is a renowned Nigerian gospel musician celebrated for her significant contributions to the genre.

With a unique blend of traditional and cultural influences, she has established herself as a spiritual singer with a high level of discipline and a passionate advocate for decency in society.

A Career Spanning Decades

Senwele Jesu's musical journey spans over two decades, with her 20th year in ministry marked in 2020. Throughout her career, she has released various albums and singles that have resonated with both Christians and non-Christians worldwide. Her dedication and talent have earned her recognition as one of the most sought-after gospel musicians in Nigeria.

Ministry and Impact

Senwele Jesu is more than just a musician; she is the CEO of the Bukola Akinade Music Ministry (BAMM) and the driving force behind the Women of Purpose Network (WOPNET), a non-governmental initiative. She has also established an interdenominational

prayer programme for sisters and women titled "My Seed, My Future," which has positively impacted lives since its launch.

Personal Life and Recent Activities

Senwele Jesu is married to Pastor Akinlolu Akinade, with whom she has three children. She is known for her performances at major gospel events, revivals, and church programmes, and hosts two major gospel concerts each year: "Fiyinfolu" and "Praise Banquet."

A Legacy of Faith and Music

As Senwele Jesu celebrates her 50th birthday, her life and career stand as a testament to her unwavering commitment to her faith and art. Her journey reflects a harmonious blend of personal dedication and professional excellence, inspiring many within and beyond the gospel music community.

50th Birthday Celebration

Senwele Jesu will celebrate her 50th birthday in grand style. Members of the gospel music community, dignitaries, and well-wishers from Nigeria and beyond will gather to honour her life and impactful ministry on July 14 and 19.

The two-day event is designed not only to celebrate a milestone age but also to pay tribute to the spiritual journey and consistency of Senwele Jesu, whose music has inspired multitudes and brought souls to Christ over the years.

The festivities will begin on July 14 with a music festival titled "50th Jubilee Praise." The event will be held at Christ Apostolic Church Eagle's Wings Assembly, Wakajaye Road, Iyana Church, Ibadan, Oyo State.

It will feature electrifying performances from some of Nigeria's top gospel ministers, including Tope Alabi, Bisi Alawiye, Laolu Gbenjo, Ife Odogiyon, and Dare Justified. The host of the day will be Pastor Joseph Akinade, husband of the celebrant.

The grand finale of the celebration is scheduled for July 19, beginning with a Thanksgiving Service at the same church venue at 10:00 a.m., followed by reception at the prestigious Jogor Event Centre on Liberty Road, Ibadan.

Bishop Funke Felix-Adejumo, a prominent female preacher and co-founder of Agape Christian Ministries, will deliver the keynote message during the Thanksgiving service.



BREAKING THE SILENCE: DR. NGOZI'S MISSION TO TRANSFORM WOMEN'S INTIMATE CARE

ESTHER EMOEKPERE



In a world where conversations about women's intimate health are often cloaked in discomfort and silence, one woman dares to bring light, care, and innovation to a space long overlooked. Dr. Ngozi Emuchay Umeh, a physician turned beauty-tech entrepreneur, is the founder of Lady Flora, a brand on a mission to transform how women care for their most delicate areas.

With The Camellia, an elegant alternative to shaving and waxing, she's rewriting the narrative around pubic hair care with science, softness, and a strong sense of community.

In an interview, Dr. Ngozi discusses the journey behind Lady Flora, the challenges of building a beauty-tech brand as a female founder, and her bold vision for the future.

How would you describe yourself to someone meeting you for the first time?

I'm a doctor and founder committed to changing how we care for women's bodies, starting with the parts we're taught to ignore. As a woman, I've seen how silence and stigma surrounding our bodies can shape our experiences, especially within Nigerian culture. Lady Flora exists to break that silence with elegance, care, and solutions that prioritize skin health.

What was the "aha moment" that inspired you to create Lady Flora?

For years, I struggled with irritation, ingrown hairs, and hyperpigmentation from shaving, and I accepted it as normal. I realized my patients, especially Black women, were silently enduring the same issues. It hit me that we were all suffering in silence, stuck in routines that weren't designed for us. That was when I knew I had to create a safer, more thoughtful approach to pubic hair care.

Did you always see yourself becoming an entrepreneur?

Not at all. I always imagined being a doctor, that was the dream. Building Lady Flora felt like an even greater challenge because it was never part of the plan. For a long time, I doubted my qualifications to do it. But it felt bigger than business; it felt like an assignment. Something I was led to do.

How did your medical background influence the way you approached women's grooming and wellness?

As a doctor, I've seen how education transforms care. When women understand their bodies, they feel empowered to protect and nurture them. Lady Flora was



built on that same principle, knowledge, care, and solutions tailored to women's needs.

Why focus on pubic hair care as Lady Flora's first product category?

This area has been treated as an afterthought in beauty. Women are left to choose between shaving and waxing, both of which can damage delicate skin. Trimming, a gentler alternative, was rarely part of the conversation. Lady Flora fills that gap with a solution that's elegant, skin-friendly, and made specifically for women.

The name and aesthetic of Lady Flora feel so intentional. What's the story behind them?

"Lady" makes it clear who we serve. "Flora" has a dual meaning—it refers to healthy bacteria that support vaginal health, but it also means flower. To me, it symbolizes the resilience and beauty of the feminine body, something natural and worthy of care.

What challenges have you faced as a female founder in this space?

The biggest challenge has been the stigma. People still hesitate to talk about women's bodies, let alone pubic hair.

I've had to lean into my expertise and speak with clarity and conviction. This isn't your father's clipper, it's a tool designed with women's needs in mind.

Lady Flora's launch felt deeply intimate. How important is community to your brand philosophy?

Community is everything. Lady Flora isn't just a product; it's a movement to change how women think about grooming and wellness. Our launch reflected that intimacy and safe spaces lead to honest conversations and shared experiences.

What has been the most rewarding feedback from women so far?

Hearing women say, "I didn't know I needed this until now." It's reinforced that Lady Flora isn't just filling a gap; we're creating a new standard for intimate care.

What's next for Lady Flora?

The Camellia was just the beginning. We're developing a full range of skin-conscious tools for overlooked areas. Everything will be made with the same philosophy: gentle, effective, and intentional. We're only getting started.

15 YRS OF AUTISM INCLUSION: GTCO'S JOURNEY TOWARDS A MORE COMPASSIONATE SOCIETY



L – R: Oluwatosin Onabanjo, Corporate Communications GTCO Plc; Solape Azazi, Behaviour Analyst and Autism Advocate; Oyinade Adegite, Chief Communication Officer, GTCO Plc; Dr. Grace Bamgboye, Consultant Speech-Language Pathologist; Osezusi Bolodeoku, Behaviour Analyst & Founder, FOS ABA Centre Clinic and Aderinsola Alex-Adedipe, Corporate Communications, GTCO Plc at the GTCO 15th Autism Conference Media Briefing held in Lagos.

Autism awareness has come a long way in recent years, but there's still much work to be done. As nations strive to create a more inclusive and compassionate society, it's essential to recognize the unique challenges and opportunities that individuals with autism bring to the table. By promoting acceptance, understanding, and support, we can empower individuals with autism to reach their full potential and live fulfilling lives.

In Nigeria, a country with a growing population of individuals with autism, there

is a pressing need for advocacy, support, and empowerment. Organizations and individuals are working tirelessly to promote autism awareness and provide resources for individuals with autism and their families.

Their efforts are making a tangible difference in the lives of many, and their dedication is an inspiration to us all.

As we mark important milestones in the journey towards autism inclusion, it's essential to reflect on the progress we've made and the challenges that lie ahead.

By sharing stories, experiences, and best practices, we can learn from each other and work together to create a more supportive and inclusive environment for individuals with autism.

In a world where every individual deserves to thrive, it's crucial that we prioritize autism inclusion and support. By doing so, we can unlock the full potential of individuals with autism and create a more compassionate and understanding society. Let's work together to build a brighter future for individuals with autism and their families.

For 15 years, the Guaranty Trust Annual Autism Conference has been a leading platform for autism advocacy and intervention in Africa, delivering support and empowerment to thousands of individuals with neurodevelopmental differences.

In a press conference at its head office in Lagos, Oyinade Adegite, Chief Communication Officer, GTCO Plc said the Orange Ribbon Initiative began in 2009 as GTCO's commitment to advocate for children with neurodevelopmental disorders and to support the families and caregivers who nurture them.

Adegite said what started as a simple but focused effort has grown to shape our Nigerians advocate, listen and respond.

She explained that GTCO has over the years sustained a foundation upon which the autism programme is built on, one that champions acceptance, encourage early intervention, and advocates for a future where every child is given the opportunity to thrive.

Segun Agbaje, the Group CEO in a statement said now in its 15 years, GTCO autism programme remains committed to advocacy, support and empowerment of children and adults living with autism spectrum disorder.

According to Agbaje, GTCO has built a space for dialogue, learning and transformation, not just for the autism community but for everyone working towards a more compassionate world.

This year's theme, 'From Awareness to Action: 15 Years of Advancing Autism Inclusion,' reinforces the bank's longstanding commitment to autism advocacy, highlighting the need to move beyond awareness and drive lasting, inclusive change.

Adegite said the theme challenges people to deepen their understanding, push for better systems and ensure that individuals on the autism spectrum are not just supported but empowered, included and celebrated.

Agbaje in his statement said the 15th-year milestone is the reaffirmation of the bank's commitment, a reminder that inclusion and acceptance is a responsibility and that progress is measured not only by policies and programmes but by the everyday opportunity created every child and every individual.

The conference will hold on 15th and 16th of July at the Muson Centre, Lagos, Nigeria. A free one-on-one consultation clinic will be held in July 17th to 19th, 2025.

The conference will also hold in Ghana on 21st of July, 2025 and a free one-on-one consultation clinic: July 22nd to 24th, 2025.

ABUJA TO HOST NATIONAL DANCE AWARDS TO SPOTLIGHT NIGERIA'S UNTAPPED DANCE TALENTS

FAVOUR OKPALE



Abuja is set to welcome the second edition of “The Grand Awards” Nigeria’s first national award platform dedicated exclusively to celebrating dancers, performers, and professionals within the country’s vibrant dance industry.

Henshaw victory, Convener of The Grand awards who announced this during a press briefing in Abuja, described the initiative as a long-overdue recognition of the immense contributions dancers have made to Nigeria’s creative and cultural landscape.

He emphasized that the awards are more than a ceremony; they are a movement to empower dancers, stimulate job creation, and bring visibility to talents often left in the shadows.

“For a very long time, dancers have given so much to this industry without receiving the recognition they deserve. The Grand Awards is giving them a platform not only to be seen but to earn more jobs, generate income, and inspire the next generation,” Victory stated.

He added that many young, talented dancers across the country lack access to performance opportunities

or training support, and the awards aim to change that narrative by shining a national spotlight on their work.

According to him, this year’s edition will feature over 30 award categories, covering a wide spectrum of dance styles and disciplines from traditional and contemporary to urban and digital performances.

“In response to the evolution of dance in the digital era, five new categories have been introduced:

TikTok Dancer of the Year, Most Influential Dancer of the Year, New Wave Choreographer of the Year, Dance Studio of the Year and Outstanding Locking Dancer.

“The nominations open from July 20 to August 10 via the official website www.thegradaward.com, with voting scheduled between August 24 and September 14.

“The Award Night will take place at the Congress Hall of Transcorp Hilton, Abuja, promising an evening of glamour, artistry, and cultural pride,” he said

Victory also called on the government and development stakeholders to invest more in the creative sector. “We need more theatre spaces, rehearsal venues, and government-backed programs to help sustain the arts. Dancers are professionals. They deserve the infrastructure and respect given to other industries,” he stated

He further encouraged public participation, saying the process is open to everyone passionate about dance and creative expression.

HOW TO CREATE A WINNING BRAND TAGLINE

FEYISITAN IJIMAKINWA

Understanding how to create a tagline starts by first understanding what separates a great message from one that's unlikely to resonate with your customers. While there's a certain ineffable quality to the best taglines—that “you know it when you hear it” feeling—there are three things all great taglines have in common:

a. They're clearly stated

Good taglines don't mince words. They use an economy of language to convey their intended message. This clarity is part of what makes them feel trustworthy and human.

b. They convey a benefit

Either directly or by immediate inference, effective taglines communicate a key benefit that defines their brand and/or differentiates it from the competition.

c. They're sticky

There's something about a powerful brand tagline that's creative or clever enough to be unshakably memorable. It lingers in the minds of customers long after they read or hear it.

A novel tagline that communicates a key benefit is integral to the brand experience of some of the world's most successful companies. And while a little creative inspiration and unconventional thinking go a long way, creating a tagline that resonates with customers isn't magic. As with most creative endeavours, the better prepared you are going into the process, the easier it is.

I have studied hundreds of company taglines over the years and have learned a few things along the way that will help you find the phrase that best fits your brand.

The following four-step process will put you in the best position to create a tagline not soon to be forgotten:

1. Understand your brand (and your competitors)

In all good branding, the first step is ensuring you have a good understanding of the business at hand.

When it comes to creating brand taglines, that understanding includes both the brand itself and its competitors. And the best way to glean these insights is with a brand audit.

Start by auditing your brand—what we call an internal brand audit. Collect and review an array of your brand assets, including your brand guidelines, website copywriting, and marketing materials. The goal is to ensure you clearly understand your brand's positioning and personality.

Compile a list of brand attributes, the benefits you offer customers, and key areas of competitive differentiation.

For the external portion of your audit, make a list of your top competitors in the marketplace. Review the taglines and positioning of each to get a sense of the competitive landscape and identify opportunities for differentiation.

2. Brainstorm tagline ideas

If there is magic in the tagline creation process, brainstorming is where it happens. But, as with luck, magic tends to shine on those who are prepared. In brainstorming ideas, refer to your list of brand attributes, benefits, and key differentiators from Step 1.

It's also important to think and write in the appropriate brand voice. Spending time with the messaging and brand personality in the assets you collected in Step 1 is a good way to familiarise yourself with the brand voice. From there, it's just a matter of having fun with tagline ideas. Rhyme, alliteration, repetition, reversal, and double-entendre are each literary devices that are effective in the creation of memorable taglines.

But plenty of world-class taglines don't draw on any of these tricks. Think about some famous taglines that have stuck with you over the years and use those as inspiration. Generate a long list of potential tagline ideas and move on to Step 3.

3. Refine your list

Working through your long list of tagline ideas, determine which have potential, which do not, and which need a little help. The goal is to whittle your list down to a shortlist of three to five candidates. The more editorial eyes involved in this step, the better. Commission the help of colleagues, peers, and officemates from other departments. It's always useful to get as many objective, third-party opinions as possible in making your decision.

Once you have some consensus around the top candidates, take the time to work on the grammar, style, and cadence of each. After you've got a shortlist of candidates that have each been polished up to perfection, it is time to move on to vetting.

4. Vet your final contenders

Vetting a tagline against trademark conflicts is just as important as vetting a brand name. There's nothing worse than getting excited about a final idea only to find out six months down the road that it's already being used by a similar company.

5. Activate the winning tagline

Once you've decided on an idea that ticks all the right boxes, it's time for the fun part: introducing it to the world.

A new tagline is the perfect opportunity for a marketing campaign or other brand activation initiative to build awareness around the idea and solidify its association with your brand. It's often useful to write a narrative that unpacks the idea and how it relates to your business.

25 Tagline Examples

The world's most successful brands have famous taglines that seem effortlessly unique. These are the types of brands whose voice is recognisable even without an accompanying name or logo. And like any good story, a great tagline resonates with people on a deeply human level.

Here are 10 tagline examples from some top brands:

Save money. Live better. (Walmart)

Let's go places. (Toyota)

A diamond is forever. (De Beers)

The ultimate driving machine. (BMW)

The happiest place on earth. (Disneyland)

There are some things money can't buy. For everything else, there's MasterCard. (MasterCard)

When it absolutely, positively has to be there overnight. (FedEx)

High performance. Delivered. (Accenture)

Ingenuity for life. (Siemens)

Bridge to possible. (Cisco)

Last line

The ultimate measure of an unforgettable tagline is its performance in the marketplace. Snappy messages that infuse their brand with profound meaning and unforgettable personality are priceless. But they're hard to come by.



FEYISITAN IJIMAKINWA

Feyisitan Ijimakinwa is a Reputation and Perception Management expert. He is a prolific writer and researcher who, at different times, served as Head of Corporate Communications of top brands quoted on the Nigerian Stock Exchange. A versatile communications specialist, he practiced extensively as a print journalist and was variously engaged in the broadcast media, working on radio and television. Feyisitan continues to write on corporate communications, brand reputation and perception management, and brand intelligence, among others. He organises the 'Brand Intelligence and the Marketplace' masterclass. Feyisitan advocates a pollution free and sustainable environment

INTERGENERATIONAL CURATION: BLENDING OLD AND NEW AFRICAN VOICES

What happens when you bring together the wisdom of elders and the bold energy of youth? You get something magical.

That's the power of intergenerational curation. It is more than just putting old and new artworks in the same room—it is about sparking a conversation across time. You feel the pulse of tradition but also the electricity of fresh ideas. You see how yesterday's stories shape today's expressions. And it's happening all across Africa.

Galleries and museums are no longer static spaces. They're alive with dialogue. They're telling layered stories—stories that don't just look back but also lean into the future. Think of them as bridges connecting the past with what's next. Intergenerational curation invites everyone in—elders, youth, first-time visitors, and seasoned collectors. It's respectful, powerful, and refreshing. It honours the legacy while celebrating change. And in today's Africa, that balance is more important than ever.

Why It Matters

This isn't just about showing "old stuff" next to "new stuff". It is about storytelling. When you blend generations, you see continuity and growth. You realise that art evolves, just like people do. Traditional techniques still live on in digital forms. New artists reinterpret age-old symbols in ways their grandparents never imagined. That's the magic.

A Real-Life Example: Nigeria's Big Sculpture Exhibition

Take Nigeria's Big Sculpture Exhibition, for example. It featured legendary artists like Bruce Onobrakpeya alongside rising talents like Fiyin Koko. What made it special? The connection. You could feel it. Ancient forms met modern styles, and somehow, it all just... worked. The exhibition wasn't just about art—it was about legacy, mentorship, and passing the torch.



Alimi Adewale (left), Djakou Kassi Nathalie, Mathew Oyedele, Bruce Onobrakpeya, Fiyin Koko and Jide Ogunsanya | © The Guardian



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Exhibition View: When We See Us: A Century of Black Figuration In Painting, Zeitz Mocaa, Cape Town | © StartJournal

The Global Picture

This isn't only happening in Nigeria. At Cape Town's Zeitz MOCAA, a powerful exhibition called *When We See Us* brought together Black artists from different generations. It created a rich, emotional journey through decades of artistic expression.

Or look at the *Afro-Atlantic Histories* exhibit in the U.S. It combined 20th-century works with cutting-edge contemporary pieces to tell stories of migration, memory, and identity. The result? A moving celebration of Black culture across time.

Collaboration is the Secret Sauce

Older artists bring experience. Young ones bring fresh tools—video, VR, social media. Put them together, and sparks fly. They learn from each other. They create together. It's a win-win. That's what intergenerational curation is all about—making space for everyone's voice.

Why You Should Care

Because it's not just about art. It is about connection. It is about understanding where we come from—and where we're going. Intergenerational curation makes African art feel alive. It gives it a heartbeat. And it reminds us that creativity has no age limit.

So, the next time you walk into a museum or gallery, look closer. Ask whose voices you're hearing. Look for the stories that span generations. That's where the magic lives—in the dialogue between then and now, old and new, wisdom and wonder.



Keturah Ovio

Keturah Ovio is an Executive at Patrons Modern & contemporary African Art. She is also an engineer and Founder of Dukka, a Fintech startup providing bookkeeping and payments solutions for small businesses. Keturah is passionate about African Art and has been collecting art since her early 20s. Now, she advises, curates, and manages collections for individuals and corporate organisations looking to start or diversify their wealth management through art collecting. She strongly believes that a fine marriage exists between Art and Technology

THE ART OF ENTERPRISE: BOP CONFAB 2025 TO EMPOWER AFRICAN CREATIVES



L- R: Kola Oshalusi, Convener, The Business of Photography Conference, Isabella Adediji, Founder/ Managing Director Yellow Tamarind Productions, Yinka Obebe, Founder and CEO, Pop Central, Yagazie Eguare, CEO, Gazmadu Studios, Dayo Adedayo, CEO, DayoAdedayo Photography Limited at the 2024 edition of The Business of Photography Conference

Founded with a mission to illuminate the wealth of opportunities within the creative industry, the Business of Photography Conference focuses on empowering photographers with a business-oriented approach.

It serves as a vibrant hub for knowledge exchange and strategic collaborations, connecting creatives with potential clients, industry leaders, and government policymakers to forge a thriving artistic future.

The event which returns this year promises to be a game-changer with its intriguing theme, “The Art of Enterprise.” At this event, creativity is expected to meet entrepreneurship in Africa’s booming visual arts scene.

Taking place from September 15-19, 2025, in Lagos Nigeria, the event will bring together photography maestros, visionary filmmakers, influential brand leaders, innovative policymakers, and keen investors from across the continent.



L-R: Tobi Olanihun, Chief Executive Officer, Wow Connect Service Executive Ltd, Malik Afegbua, CEO, Slickcity Media, Asabe Vincent, CEO, Co-Founder VIOU, Kola Oshalusi, Convener, The Business of Photography Conference, Scott Eneje, Senior Product Manager, Hark, Oluwaseyi Magic, CEO, RareMagic Studios, Ijeoma Amagwula, Founder and Creative Lead at Ijeworks Media at the 2024 edition of The Business of Photography Conference

Participants are open to benefit from the ecosystem of growth with masterclasses, insightful panel discussions, enriching networking sessions, and exhibitions—all crafted to arm them with essential business acumen while fueling people’s creative fire.

“The Art of Enterprise represents our dedication to empowering visual storytellers to craft not just their art, but successful ventures,” says Kola Oshalusi, the visionary behind BOP Conference.

“In a digital landscape ruled by creativity, it’s critical for professionals to balance aesthetic prowess with business savvy. We’re here to ignite that powerful synergy among African creatives.”

Building on its legacy of previous successful editions, BOP remains at the forefront of advocating photography’s pivotal role in Nigeria’s and Africa’s socio-economic growth. The visual arts sector is more than just expression—it’s a robust avenue for job creation, culture preservation, and presenting Africa’s creative genius on the global stage.

This conference is a must-attend for both emerging and established photographers, videographers, creative entrepreneurs, content creators, media professionals, brand strategists, marketers, art directors, and anyone involved in the business of visual storytelling.

KAFART AND THE BRITISH COUNCIL EXHIBITION: EMERGING LEADERS IN AFRICAN ART



Recently, the British Council Abuja became a hub of artistic energy as it hosted the Kaduna Fashion and Art Exhibition, (KAFART) Pop-Up Exhibition, a vibrant showcase of contemporary African creativity.

Held in partnership with the British Council, this unique event followed the success of the 5th edition of KAFART Exhibition in 2024 and brought together a diverse group of artists, designers, performers, and culture shapers for a day filled with exhibitions, conversation, and community.

The pop-up celebrated works from previous KAFART editions while introducing fresh voices and perspectives. From emerging talents to mid-career artists, the gathering featured some of the most exciting creatives working across Northern Nigeria and beyond. It provided a space not just for exhibition, but for meaningful exchange—where peers could learn from each other, share ideas, and spark collaborations.

Among the standout participants were Wakrot Chinshaka, Zainab Gidado,

Jenom Martins, Samira Mohammed, and Hafseigh Sani Sami. These artists, each with a distinct voice and practice, showcased work that was deeply rooted in personal experience, community history, and cultural storytelling.

Their pieces ranged from experimental mixed media to powerful visuals shaped by tradition, identity, and social commentary.

These creatives are proving to be powerful voices and emerging leaders in their fields. Through bold experimentation, consistent engagement with their communities, and a commitment to storytelling, they are not only creating compelling work but also shaping conversations around contemporary African art. Their practices reflect a deep awareness of context and history while pushing boundaries of form and expression, inspiring both peers and audiences alike.

What made the event particularly memorable was the artist-led conversation around creative process. Titled “Tracing Process”, this open discussion brought together artists at different stages of their careers to reflect on the motivations, challenges, and inspirations behind their work. It was an intimate, honest dialogue where artists explored what drives them to create, what stories they aim to tell, and how their practices continue to evolve in today’s rapidly changing cultural landscape.

Wakrot Chinshaka offered insight into his process of layering memory and material to create textured abstract works, while Zainab Gidado spoke of the importance of cultural preservation and personal identity in her art. Jenom Martins discussed how urban life influences his vibrant, youth-driven visuals, and Samira Mohammed delved into the use of fabric and performance as tools of resistance and reclamation. Hafseigh Sani Sami reflected on her minimalist style and how it invites deeper reflection on space, presence, and meaning.

The conversation was more than a panel—it was a living exchange of ideas, a moment of peer-to-peer learning that underscored the essence of KAFART’s mission: to create space for creatives to grow, connect, and imagine new paths together. The day was filled with inspiring interactions between artists, collectors, curators, and cultural enthusiasts, highlighting the strength and depth of the creative community in Nigeria.

The KAFART Pop-Up was not only a celebration of what has been achieved, but also a bold step forward. It reminded everyone present that contemporary African art is not confined to conventional spaces—it lives and breathes wherever people come together to express, to challenge, and to create. The artists showcased are not only participating in the movement—they are shaping it, leading it, and ensuring its continued evolution on their own terms.

2025 WAFCON: NEW ERA DAWNS FOR AFRICAN WOMEN'S FOOTBALL WITH RECORD PRIZE MONEY

ANTHONY NLEBEM



The 2025 Women's Africa Cup of Nations (WAFCON), which kicked off on Saturday, July 5, is making global waves, attracting record crowds and increased prize money, reflecting a significant shift in African women's football. This year's tournament marks a turning point, moving past previous challenges of funding gaps and pay disputes that often overshadowed its male counterpart.

Increased Prize Money and CAF's Commitment

The Confederation of African Football (CAF) has announced a staggering \$3.475 million in prize money for this edition, representing a 45 percent increase from previous tournaments. The eventual winners will now receive \$1 million, doubling the last figure, while the runners-up will take home \$500,000.

Third and fourth-place teams will receive \$350,000 and \$300,000, respectively. Even quarter-finalists will earn

\$200,000 each, with group-stage participants also receiving significant payouts.

Patrice Motsepe, CAF President, underscored the broader significance of the tournament during the opening ceremony in Rabat: "This tournament is not just about football. It is about visibility, legitimacy, and economic inclusion for African women in sports. The new trophy reflects not only triumph but the long struggle to be seen."

He further emphasised CAF's ongoing commitment: "CAF is continuing with its commitment to the development and growth of women's football in Africa. The 100% increase in the prize money of the winner and the 45 percent total increase should contribute to the increase of the salaries of women's football players, coaches and employees.



“The quality and standard of women’s football in Africa is consistently improving. We are excited about the substantial increase in the number of fans, broadcasting viewers and sponsors. This competition is going to be enormously successful.”

This financial boost is accompanied by impressive growth statistics: more than 150,000 female players are now registered across the continent, alongside nearly 8,000 registered female referees.

Fans Flock to Stadiums and Public Viewings

The 2025 WAFCON is witnessing unprecedented fan engagement. Crowds in host cities Casablanca and Rabat have matched the vibrant energy typically seen at men’s tournaments, filling stadiums with enthusiastic chants, flags, and face paint.

“I’ve never seen this many families attending a football match together,” remarked Fatima Zahra, a fan who travelled from Fez for the opening match. “This feels like our game now.” Public screening venues in Lusaka have also drawn thousands, demonstrating widespread interest beyond the host nation.

“When Banda scores, the entire neighbourhood erupts,” said 22-year-old fan Nchimunya Mulenga, highlighting the inspiring impact of players like Zambia’s Barbra Banda. “She’s more than an athlete; she’s a beacon.”

Super Falcons Fly Into Quarter-finals

On the pitch, Nigeria’s Super Falcons continued their march toward a 10th continental crown with a hard-fought 1-0 win over Botswana in Casablanca on Thursday night. Chinwendu Ihezuo, who also scored in the 3-0 victory over Tunisia, struck again in the 89th minute, this time finishing a brilliant pass from Esther Okoronkwo.

The result sees the Falcons qualify for the quarter-finals with a game to spare, further cementing their status as the most successful team in WAFCON history. Despite facing unresolved pay disputes at home, the Super Falcons are competing with added visibility and fan support.

CAF’s Broader Commitments

CAF’s support is backed by TotalEnergies and substantial infrastructure investments, including Morocco’s \$65 million King Mohammed VI Complex, considered one of the continent’s best training facilities.

As part of long-term reforms, CAF plans to alternate men’s and women’s tournament hosting annually, ensuring consistent exposure. Initiatives are also in place to launch a Women’s U-17 African Championship and an expanded CAF Women’s Champions League.

“We’re still far from equality,” said Moroccan striker Ibtissam Jraidi, “but moments like this reshape the narrative. It’s no longer about whether women belong in African football. We are here. We are the future.”

Prize Money Breakdown – 2025 WAFCON:

Winners: \$1,000,000

Runners-up: \$500,000

Third place: \$350,000

Fourth place: \$300,000

Quarter-finalists (4 teams): \$200,000 each

3rd in Group Stage: \$150,000 each

4th in Group Stage (3 teams): \$125,000 each

Total Prize Pool: \$3.475 million

MIXED FEELINGS

UDY OSARO-EDOBOR

They say a mother always knows. That instinct sharpens with motherhood—that a mother can sense when something is wrong. But Grace Adeyemi didn't know. Not even when the signs began to surface in little, heartbreaking ways.

She had always believed her life was blessed. Her husband, Tunji, was responsible, kind, and respected. He was the kind of father who didn't miss school plays or PTA meetings. He braided his daughter's hair on weekends, helped her with homework, and even packed her lunch when Grace had early morning orders to meet. A man who didn't just tolerate parenting, he embraced it. Neighbors admired them and friends envied them.

Grace had two children but Misan was her first. Her only daughter. She had noticed changes in Misan. She had begun wetting the bed just before her seventh birthday. She had sudden outbursts of rage, followed by long silences that frightened even her younger brother. She flinched at certain touches. She refused to be left alone in the house with her father—something Grace found unusual, yet brushed off as childhood moodiness. And one night, Misan broke down, mumbling something incoherent about her body hurting. Grace assumed it was a fever. But it wasn't.

Everything came to light one rainy afternoon. Grace had returned early from the market. Her children weren't expecting her for another hour and Tunji certainly wasn't either. She walked in and heard noises—not loud, not screaming—just strange. Then she opened the door to her daughter's room. What she saw broke her.

Tunji's eyes widened in shock. Misan looked frozen, her small frame shaking. She pulled down her dress, eyes darting between her parents. In that moment, Grace's soul left her body. A cold clarity swept through her as the realization sank in: her husband, her lover, her best friend, the father of her children, had been defiling their little girl. Violating the same child he had cradled in his arms on the night of her birth. Her world collapsed.

Misan couldn't even speak properly in the days that followed. But the forensic report confirmed everything. Tunji had been abusing her for almost two years. Two years of stolen childhood, shame, confusion, and silence.

Grace couldn't eat. She couldn't sleep. And she couldn't breathe under the weight of what she had allowed—unknowingly, under her own roof. The evidence came: medical reports, a therapist's evaluation. Then Tunji was taken into custody and released on bail pending trial. He denied everything. He wept in front of police officers. He insisted Grace was mentally unstable and that Misan was making it up.

Three days later, Grace killed him.

It wasn't premeditated. She said she walked into the living room and saw him sitting there drinking tea, flipping through a newspaper, looking so unremorseful and something in her snapped. He looked too comfortable. Too unbothered. Too free.

She went to the kitchen, picked up a knife and stabbed him seventeen times.

By the time the police arrived, she was still there, sitting beside his body in a pool of blood. People debated her actions. Some called her a hero. Others said she should have let the law take its course. The court didn't see a hero. They saw a woman who took the law into her own hands. Her defense argued that it was trauma-induced breakdown. The judge was sympathetic but unyielding. Grace Adeyemi was sentenced to thirty-three years in prison.

Misan, just eight years old was relocated to Calabar to live with extended family. Her younger brother went to another household. And so, what had once been a family disintegrated—each person cast into their own form of exile.

Years passed.

Misan stopped talking about her mother. Her relatives told her it was best to forget, to let sleeping dogs lie. "She did what she thought was right," her aunt once said. "But she killed your father. You must never forget that."

At thirteen, she wrote a letter to her mother and tore it up. At sixteen, she nearly overdosed. And then, at twenty, she decided to visit. The prison was cold. Her hands trembled as she passed through the gates. She waited, her heart pounding. And then Grace walked in. Older. Smaller. Greyer. For a few seconds, they just looked at each other.

Grace reached forward. "Misan..."

Her daughter didn't flinch. She didn't even smile.

"You killed him," Misan said, flatly.

Grace blinked. "Yes. I did."

There were no tears from Misan. "I hated him. But you had no right to kill him."

"He destroyed me," Misan continued. "And so did you. You took away any chance I had of confronting him. You made me an orphan. You let your rage speak louder than your responsibility."

Grace trembled. Her voice cracked. Her mouth opened, then closed. "I failed you. I didn't protect you when I should have. And then I did the only thing I could think to do."

"No," Misan said. "You did what felt good. Not what was right."

Grace started crying. "Every day I've been here, I think about what I should've done differently."

Misan nodded slowly. "And how has that helped or changed what you did."

Silence sat between them like a third person.

"I'm not here for closure," Misan said. "I'm here because I needed to look at you. To see what's left of my mother."

"I'm sorry," Grace whispered. "Truly."

"I forgive you," Misan said. "But that doesn't mean I understand you. Or that I want you back."

Grace nodded. A tear slid down her cheek. "Thank you for coming."

Misan stood. And then she turned and walked away. Neither of them looked back. They were both prisoners. One behind steel and bars. The other behind memory.

What Tunji did could never be erased.

What Grace did in a fit of rage cannot be understood.

And Misan? She carried the weight of both their choices on her back. But was her attitude towards her mother justified? There are no clear heroes here. Just pain, choice and consequence.

And in the end, what was left of this family wasn't justice.... only mixed feelings.



Udy Osaro-Edobor

Udy Osaro-Edobor is the Content Creator for SoTv (Supernatural Online TV) Nigeria. She is a movie/ scriptwriter, editor, and proofreader.

She has several stories to her credit which she posts for free on her Ebook called Udy's Chapter. She is currently working on two short movies. Udy is also a wife, mother, and a "serial entrepreneur".

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LIVING FOR A HIGHER PURPOSE

Inspiring Hope Through
The Nigerian Public Service



TITILOLA VIVOUR-ADENIYI

Purpose, Passion, and Public Service Redefined-A Review of
Titilola Vivour Adeniyi's Living for a Higher Purpose

Title: Living For a Higher Purpose
Author: Titilola Vivour Adeniyi
Year of Publication: 2022
Number of Pages: 244
Category: Memoir

LIVING FOR A HIGHER PURPOSE

TITILADE OYEMADE

When people write about their journey in public service, the image that comes to mind is often someone older perhaps a man or woman with a touch of grey hair and a pair of reading glasses. So it's a surprise when you flip to the back of 'Living for a Higher Purpose' and find that its author, Titilola Vivour-Adeniyi, is none of these things. Instead, you're met with the image of a youthful, Gen Z-looking woman with striking poise and confidence. That alone sparks curiosity: What could someone so young have to say about life in public service? That question is what makes this eye-opening book so captivating.

Almost immediately, you're met with a stream of accolades poured on the author and her work. It's enough to make you pause and wonder: What kind of impact has this woman made or is still making? As you read on, Titilola begins to reveal her journey with quiet grace, never boastful, always grounded. While the title 'Living for a Higher Purpose' might initially sound a bit cliché, the content proves otherwise. This book is a goldmine of thoughtful reflections, especially for young people looking to build meaningful careers in public service.

One of the most striking qualities of this book is the depth of information it offers. Raw, honest, and necessary. You know those issues women are often too ashamed to talk about, the ones wrapped in stigma and spoken about in hushed tones? That's exactly what this easy-to-read book brings to the forefront. Titilola Vivour-Adeniyi doesn't shy away from the harsh realities not because they're easy to confront, but because this is the work she does every single day. From domestic violence to rape, she gives voice to painful experiences that many would rather ignore. Through this book, she doesn't just tell stories, she builds awareness and fuels empathy.

If you live in Nigeria, you understand how hard it is to thrive in public service. Yet, this book doesn't just highlight the difficulties, it teaches you how to navigate the system with purpose and resilience. Her story is inspiring. While it may encourage some to pursue service in government, it may also open others' eyes to the uphill battles involved. One thing is clear: the road wasn't easy for Titilola and she doesn't pretend otherwise.

She takes us back to where it all began. How what started as a "baby project" grew into something powerful. And let's be honest: there's no way she could have achieved all she has without unwavering conviction and grit. As we like to say, if e easy, run am.

Her passion leaps off the pages, and you can't help but feel fired up. You might even find yourself wanting to join her fight against sexual and domestic violence in Lagos State. Her achievements don't just impress you, they stir something in you.

There are moments that move you emotionally. You'll smile when she shares a win, and maybe even cry when she pours out her pain over having her ideas dismissed or ignored. You don't just read her story, you feel it.

Adding depth to the book are photographs, real snapshots of the work she's done. These images validate her words. They're not just stories; they're evidence.

And the testimonies? The real-life stories shared by domestic violence survivors are a powerful reminder that her work isn't just an idea, it's transformational. These are not exaggerated tales or empty praise. They are lived experiences that prove the reach and impact of her mission. In fact, one can't help but wish she'd write an entire book focused solely on the survivors' stories because there's so much more the world needs to hear.

In the end, Living for a Higher Purpose is not just a book, it is a legacy. A powerful expression of purpose and impact in public service. Whether you're a young professional or an aspiring change maker, this book is for you.



Titilade Oyemade is a business executive in a leading organisation and holds a degree in Russian Language. She's the convener of the Hangoutwithtee Ladies Event and the publisher of Hangoutwithtee magazine. She spends her weekends attending women conferences, events and book readings. She loves to have fun and to help other women have the same in their lives. Email: titi.oyemade@gmail.com Social: @tiipreeofficial

WEEKENDER

MOVIE REVIEW

KRAVEN THE HUNTER (2024)

For all the lovers of action/Adventure movie lovers, you will need to hurry and check out this brand-new movie, the excitement and action was worth every minute, I guess we should be rolling our sleeves waiting for part 2. Well to the movie Sergei and Dimitiri were brothers, at the beginning they lost their mother and to make them tougher, he decided to take them hunting, but rather than killing the animals, he was eaten by a lion, but something weird happened that brought him back to life a second time, through the doze of a locale syrup offered to him by a locale young girl, this drug not only saved his life but also changed his life forever. You will need to go check out this new movie to find out how his life changed, and how he was able to bring down the bad guys.



THE OLD GUARD (2020)

So, in order to fully understand the new movie "The Old Guard 2" most of us had to go back to watching the "the old guard 1" to get a better perspective and yes it made part 2 way clearer. Andy played the lead role here in 1 with her team of 3 other guys, they were almost like immortals as they had lived for over 100 years and just wouldn't die, despite being shot and stabbed they had the powers of healing very fast and coming back to life like nothing happened. In this part 1 Andy got a call from James Copley and he commissioned them for a job to go save some black kids in a very remote area, they took on the new job and went there fast to save the girl only to get there and find out that they were set up, two of their team members were captured as the research company wanted to use them for a research to help people heal and live forever. You will need to go check out this movie to find out if they were saved or used for the research. The 125minutes Action, Fantasy movie was directed by Gina Prince-Bythewood they featured A list Actors like Charlize Theron, Kiki Layne, Veronica Ngo, Henry Melling, Luca Marinelli, Mathias Schoenaerts, Marwan Kenzar, Chiwetel Ejiofor, Olivia Ross, Natacha Karam, Joey Ansa, Shala Nyz, Nadia Niazi and many more.



K.O (2025)

I was super happy and excited to check out this action peaked movie, at I couldn't find good action movies to watch, except series as I struggle with series, well this made my day, let dive right into it. Bastien was a vibrant young man who loved to engage in MMA bout, during one of the fight K.O accidentally killed his rival, this made him go under the radial for years. After a few years Kenza the widow of K.O's rival, decided to go in search of help fer her son, to make up for his actions K.O decides to help Kenza search for her son, who was one of the most wanted on the cartel list. Leo had a bounty on his head and everyone was searching for him, K.O will have to find him first before the bad guys do. Well, you will have to check out this movie to find out if K.O found leo dead or alive and if he fulfilled his promise to Kenza. The 86m action movie was directed by Antoine Blossier, they starred actors like Azoulay, Samuel Jouy, Virgile Nabba, Malcaume, Paiguin, Ibrahima Keita Stunt, Virgile Branly and many more.



LINDA OCHUGBUA

WEEKEND QUOTES



1

Love the one who teaches
love and is love
.....WhispersbyTEN

3

Glory to the one who grants
desires and gives peace
.....WhispersbyTEN

2

Arise and shout to the one who
announces you and annuls accu-
sations
.....WhispersbyTEN

4

A loud scream of joy to the
one who brings assistance
and assurance
.....WhispersbyTEN