

BUSINESS DAY WEEKENDER

EDITION 74 | 25, DECEMBER 2021

Merry Christmas



WOMEN IN ENERGY



CHRISTMAS RECIPE
EGGNOG



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BUSINESS DAY



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Editor's Note

SATURDAY 25, DECEMBER 2021

Dear weekender readers,

Merry Christmas! Wishing you and your family all things bright and beautiful this Christmas!

In today's edition we bring you style, the energy business and three inspiring women who are shattering glass ceilings in the energy sector in Nigeria. A very male dominated sector that has a few powerful women who are solving the energy problem whilst creating sustainable and profitable businesses that do good and make money at the same time. This is the concept of impact investing. All of these impactful women, interestingly, won Impact Investors of the year at the recently concluded Impact Investors Foundation convening. If you have ever wanted to learn about impact and what it takes to grow an impactful business, then this is the edition for you.

Buying your first art piece can be quite daunting, especially if you do not know where to start. Building a strong art collection takes time and requires knowledge, both of which will not come to you from day one. This, however, should not deter you from starting your own collection. Flip the pages for all you need to know to get started.

Inside find A Christmas quiz, how to take care of your mental health this Christmas, two delicious recipes, a book review, a list of which movies to watch this Christmas holiday break, events to grace and much more.

In the news round up : Six themes that shaped the economy in 2021; Nigerians tighten belts for Christmas as inflation bites; Shatu Garko makes history as the first Hijabi Miss Nigeria.

As we celebrate time with our families, I pray you have time to rest and be merry amongst loved ones. Wishing a healthy and merry Christmas.



Happy Christmas weekend...

Lehlé Baldé is the Editor of *BusinessDay Weekender*

email: lehle.balde@businessday.ng | **social:** @lehlalalumiére

PUBLISHER/EDITOR IN CHIEF
Frank Aigbogun

MANAGING DIRECTOR
Ogho Okiti

EDITOR
Tayo Fagbule

DEPUTY EDITOR
Lolade Akinmurele

EDITOR BUSINESSDAY SATURDAY
Lehlé Balde

EXECUTIVE DIRECTOR, OPERATIONS
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MANAGER, ADVERTS
Ijeoma Ude

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DIGITAL SALES MANAGER
Linda Ochugbua

HEAD OF DIGITAL SERVICES
Onyinyechi Eze

HEAD, HUMAN RESOURCES
Damilola Abifarin

DESIGN AND ART DIRECTION
Tolulope Ayo-Olubiyo

CONTRIBUTORS
Ebunoluwa Ladipo
Titilade Oyemade
Keturah Ovio
Feyisitan Ijimakinwa
Kola Oshalusi
CHARLES ASUKWO
Mercy Ayodele
ADAKU OKAFOR
Stacey Karuhanga
Udy Osaro-Edobor
Linda Ochugbua

ENQUIRIES
lehle.balde@businessday.ng
samuel.anyanwu@businessday.ng

ADVERTS
Ijeoma Ude
+2348033225506

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Apapa, Lagos, Nigeria.
01-2799100
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LEGAL ADVISERS
The Law Union

Six themes that shaped the economy in 2021

EBUNOLUWA LADIPO

There were bright spots for Nigeria in 2021 as the economy recovered from the COVID-induced disruptions of 2020. But there were also some low points that did Africa's biggest economy more harm than good. Nigeria's surprise recession exit: Nigeria exited recession growing by 0.11 percent in the fourth quarter of 2020. Nigeria's GDP grew marginally by 0.51 percent in the first quarter of 2021 and maintained the positive trajectory by growing 5.01 percent and 4.03 percent in Q2 and Q3, respectively. Inflation rate slowed for the first time since September 2019: Nigeria's inflation rate slowed for

the first time in almost two years in April 2021 after rising steadily since September 2019. But it brought no substantial relief to Nigerians who still had to contend with high prices. CBN's ban on sales of forex to BDCs: In the seventh month of the year, the Central Bank of Nigeria (CBN) ended the sales of foreign exchange to Bureau De Change operators. A surge in the abduction epidemic: Over 1,000 students were kidnapped and many schools were shut, according to the United Nations. Many Nigerians were also abducted and huge ransoms were demanded. Investors' appetite for stocks waned on rising yields: The year ended 2020 with a record 50 per-



cent gain and the Nigerian stock market has been unable to sustain the momentum in 2021, as investors' appetite for stocks waned on rising yields on fixed-income securities. Public debt hits N38trn: Nigeria's public debt rose to N38 trillion in the third quarter of 2021, according to data published by the Debt Management Office (DMO).

Nigerians tighten belts for Christmas as inflation bites

Millions of Nigerians are feeling the pinch of inflation, a consequence of pandemic-induced global supply-chain disruptions, weakening naira and escalating insecurity. Inflationary pressure is changing shopping habits and spoiling traditions for many Nigerians. For lower-income households with little or no cash cushions, they are making harder choices such as whether to celebrate Christmas or not, and what should and not be on their menu for the season. "Bigger and more expensive import demand brands are not going to sell much this Christmas owing to inflation, as people will go more for the locally produced and affordable variants," Uchenna Uzo, consumer expert and fac-

ulty director at the Lagos Business School, noted. "People are going to just make do with what they can afford. Gifting is also going to be there but not on a large scale this Christmas period." Nigeria's naira has lost about 8.4 percent of its value in 2021, owing to a controlled exchange-rate management, bleak oil future and the pandemic impact. The country's foreign exchange management has attracted criticism from the World Bank and different quarters. The World Bank had in November urged the central bank to improve its exchange-rate management in order to speed up other reforms, adding that the naira's black market premium was fuelling inflation. With oil price fluctuations, foreign exchange inflows have declined by over 40 percent in



the last two years, resulting in acute dollar scarcity in the economy. However, the government has focused on the demand side, which has led to worsening scarcity that has further widened inflation and inequality. Also, food production has been greatly impacted in 2021 as farmers in the country have had to abandon their farmlands owing to escalating issues of kidnapping, banditry and terrorism in major crops-producing states, leading to production shortfall.

Oil prices slide by \$3 as Omicron spread weakens demand

Surging cases of the Omicron variant of COVID-19 in Europe and the United States have crashed the price of Brent, the benchmark for Nigeria's crude by \$73. This development has fuelled worries that new mobility restrictions to combat the spread of disease could hit fuel demand. On Monday, Brent crude futures dropped by \$3.16, which represented 4.3 percent to \$70.36 a barrel by 1506 GMT, while U.S. West Texas Intermediate (WTI) crude futures were down by \$3.47 which represented 4.9 per-

cent, at \$67.39. Craig Erlam, senior market analyst at OANDA, said, "Oil prices are getting pummel again as sentiment turns south and countries ponder deepening restrictions and lockdowns". He added, "None of this bodes well for crude demand in the first quarter of the year". In the same vein, the IEA reported last week in its Oil Market Report that global oil demand is expected to rise by 5.4 million barrels per day in 2021 and 3.3 million barrels per day in 2022 to reach pre-pandemic levels of 99.5 million barrels

per day globally. However, the recovery is expected to be hampered by a new surge in COVID-19 cases, with jet fuel bearing the brunt of the damage, according to the report. Its authors noted that the emergence of the new Omicron variant had already resulted in new international travel restrictions. The IEA added, however, that while the increase in new COVID-19 cases was expected to slow demand, the already underway recovery was not expected to be completely derailed.



Lekki-Epe road, health top priorities as Lagos raises N137.3bn bond

Completion of the ongoing 10-km regional road in Eti-Osa, the Lekki-Epe expressway and critical healthcare infrastructure are top priorities for the Lagos State government, as it announced a successful issuance of a N137.3 billion capital market bond on Monday. According to a statement by the government of West Africa's largest city, necessary documents required by the Securities and Exchange Commission (SEC) to facilitate the issuance of 13 percent fixed-rate bond have been signed by the state's attorney general, issuing parties and trustees of the funds. "The statutory instruments that will facilitate the raising

of N137.328 billion bond by Lagos State government from the capital market to deliver key infrastructure in critical sectors of the economy are now met," the government said in a document sighted by BusinessDay. The state set out to raise N125 billion from the capital market but closed the bids with N137.3 billion, following oversubscription. The development, Sanwo-Olu said, demonstrated a "strong response" from the investing community and testified to the confidence of investors in the State's ability to deliver on its infrastructural and socio-economic developmental objectives, while meeting repayment obligations.



Compared to the initial offer of N125 billion, the issuance was 9.84 percent oversubscribed. The governor said proceeds from the bond would be used to finance key infrastructure projects in healthcare, environment and road construction, including the 10-km regional road in Eti-Osa, six-lane Lekki-Epe expressway, Ijeododo road in Alimosho and Oba Sekumade road in Ikorodu, among others.

Shatu Garko makes history as the first Hijabi Miss Nigeria

Shatu Garko, an 18-year-old hijab model made history as she emerged winner of the 2021 Miss Nigeria beauty pageant held in Lagos recently, making her the first muslim to win the pageant since its inception in 1957. Garko, a horse-riding lover, represented the North West region of Nigeria during the pageant. Being the youngest contestant, Garko who hails from Kano State, was crowned the 44th Miss Nigeria after beating 17 other finalists at the event. The prizes won include N10 million, a one-year residency at a luxury apartment, a brand new car and

brand ambassadorship opportunities. Speaking shortly before the coronation, "Winning this competition means a lot to me. I have always wanted to be Miss Nigeria. I'd like to thank Miss Nigeria and its sponsors. I would also like to thank my mum for supporting and loving me," Garko said. She also noted that she is passionate about proving that religion and culture are not barriers to following one's dreams. Nicole Ikot was the first runner-up, while Kasarachi Okoro emerged the second runner-up. The winner of the 2020 edition of the pageant, Etsanyi Tukura, was present to hand



over the crown to her successor at the ceremony. According to the organisers, thousands of applications were submitted before the top 37 were selected, and an additional three wildcard semi-finalists. Members of the public were also given a chance to contribute to the process of choosing the 21 finalists who made it into the Miss Nigeria Bootcamp, which was further pruned to the top 18 finalists.

Bisola Ojikutu appointed Executive Director of the Boston Public Health Commission

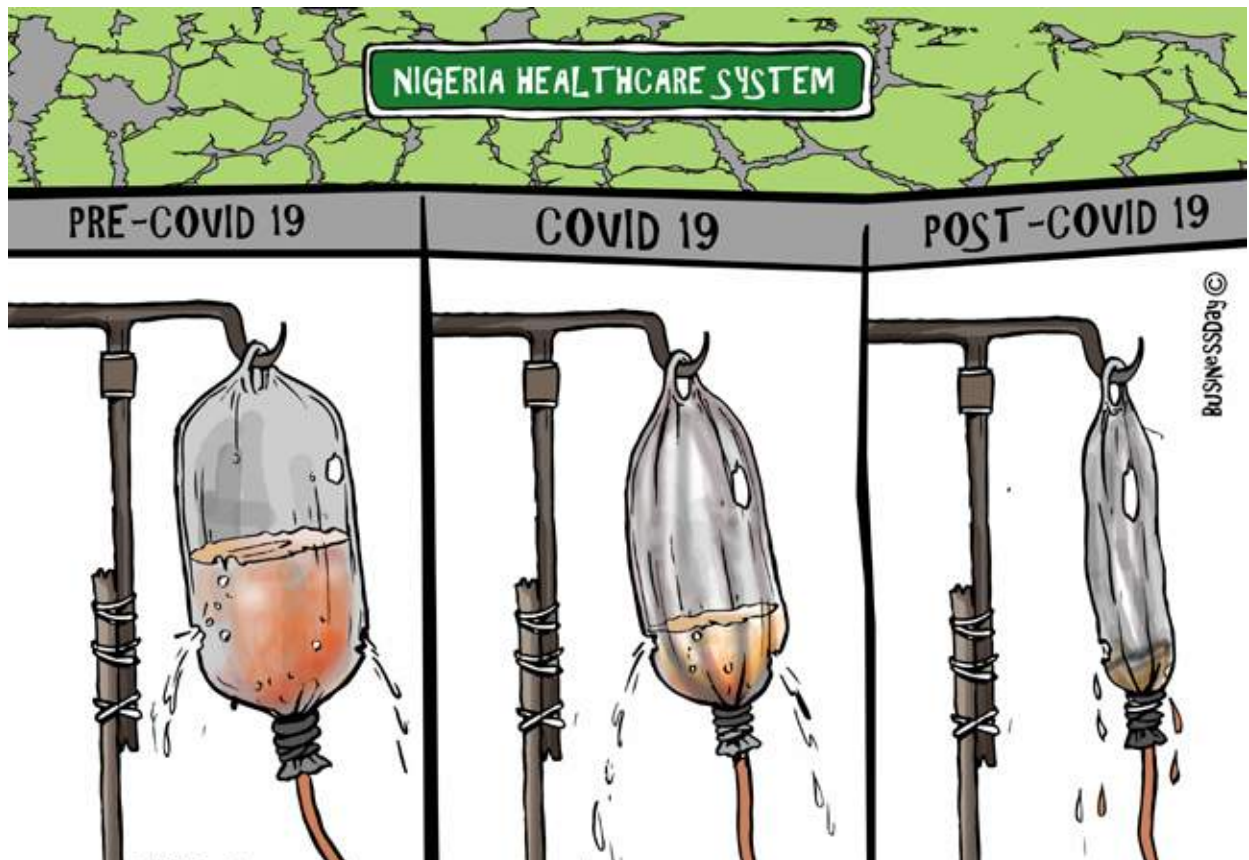
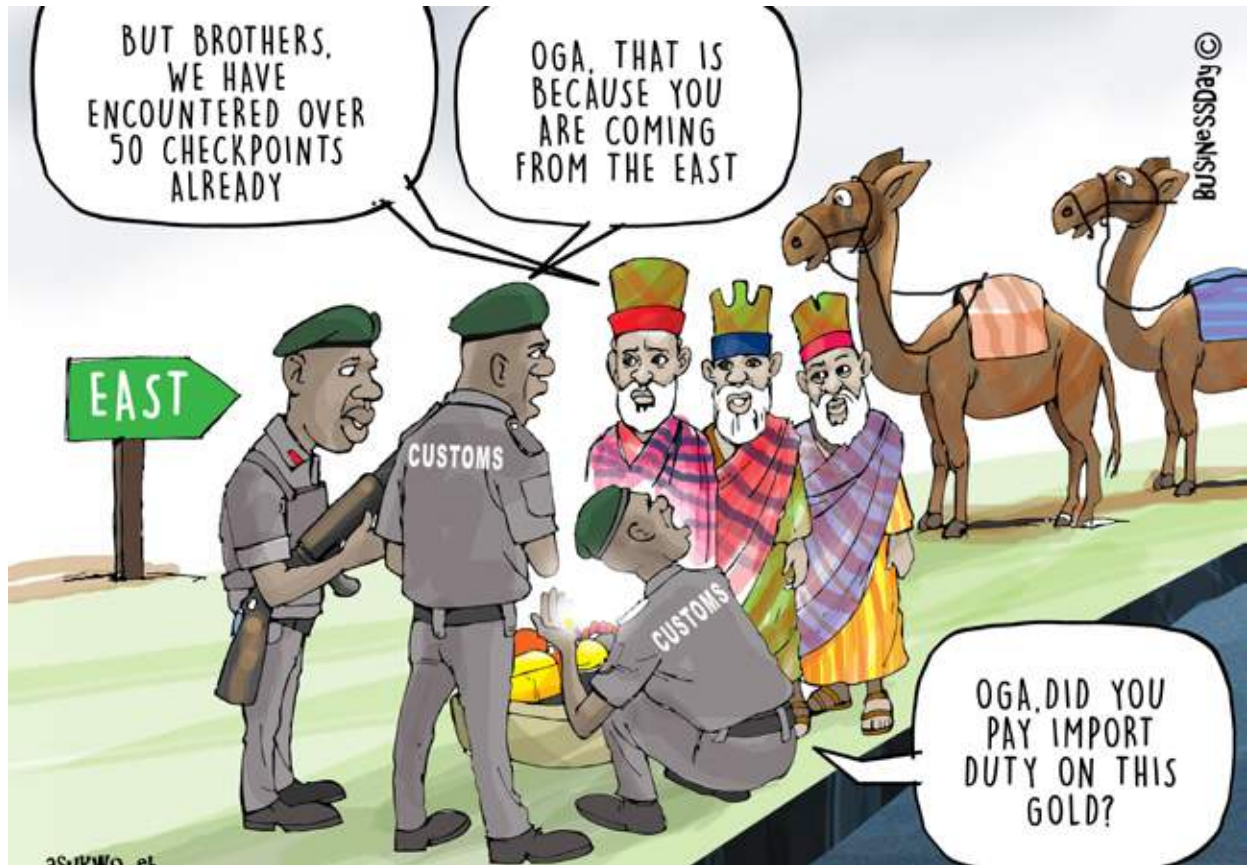
Boston Mayor Kim Janey announced recently that Bisola Ojikutu, MD, MPH will be the next Executive Director of the Boston Public Health Commission (BPHC). Ojikutu's appointment was unanimously approved by the Board of Health on July 1. Ojikutu is currently an Associate Physician within the Division of Global Health Equity and the Division of Infectious Diseases at Brigham and Women's Hospital, and an Assistant Professor of Medicine and an Assistant Professor of Global and Social Medicine within the Department of Global and So-

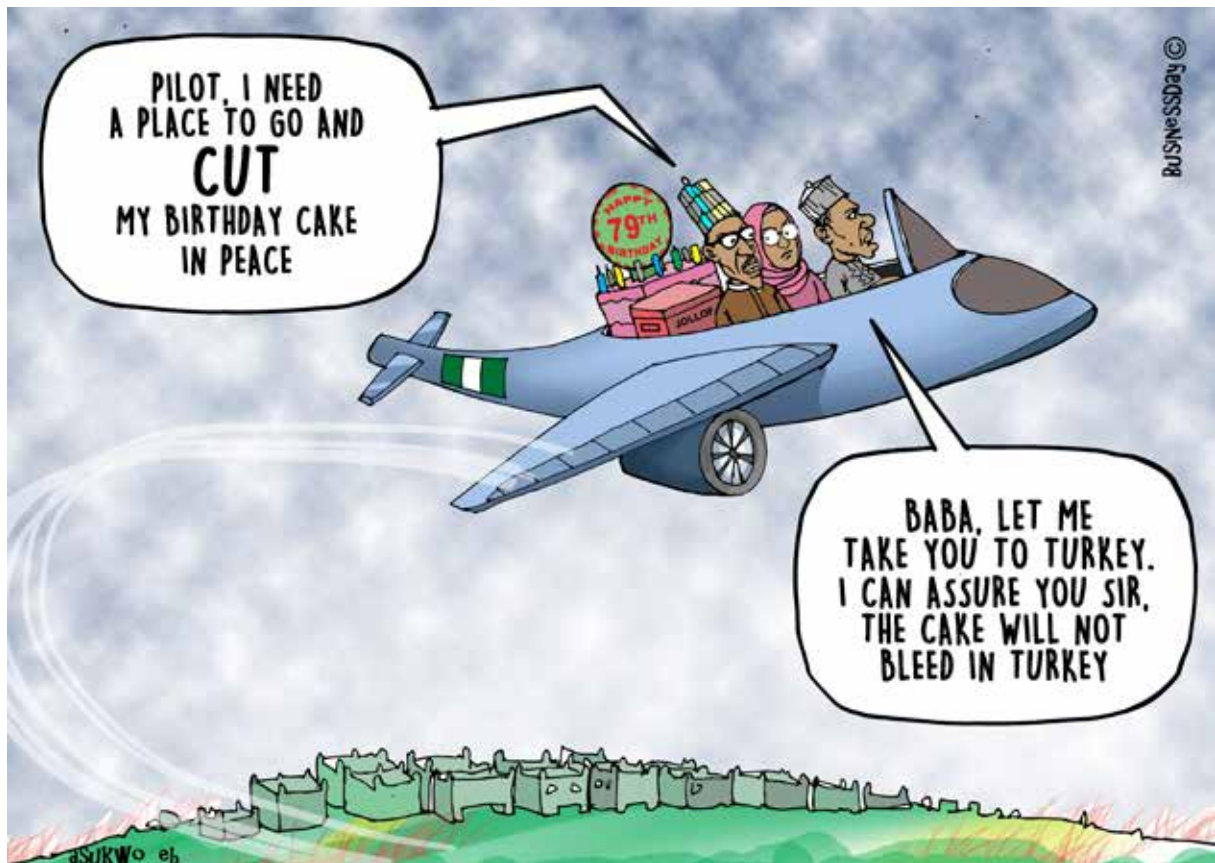
cial Medicine at Harvard Medical School. "I am pleased Boston found a dedicated infectious disease physician with extensive public health, leadership, and advocacy experience to lead BPHC. I look forward to working with Dr. Ojikutu to build a healthier Boston for all our residents," Mayor Janey said.

Ojikutu brings comprehensive experience leading and developing programming to address inequity and social determinants of health that serve as barriers to prevention, care and treatment of infectious diseases among vulnerable populations including



women, immigrants, and Black and Latinx individuals. Her clinical research and community service activities have focused on achieving health equity and developing strategies to provide the highest quality care to vulnerable populations, both domestically and internationally with a focus on overcoming racial and ethnic disparities in access to HIV prevention and treatment.







Fortune HealthPlus Initiative (FHePIN) Takes Oral Hygiene Health Outreach to Oyo Schools

Comprehensive and robust healthcare provision has been identified as one of the strategic keys necessary in securing the future of Nigeria. This submission was made by Dr Olusoji Ijidalé, the Chief Operating Trustee of Fortune HealthPlus Initiative (FHePIN), A Non-Governmental Organisation at the flag-off of a two-day dental outreach programme to selected schools in Oyo State.

According to Dr Ijidalé, the country cannot afford to compromise the total wellness and health of her citizens, especially the young ones. To this end, every department of the people's health should be given priority and necessary support. He added that the oral health of our children should be the concern of everyone, and in recognition of this, FHePIN has chosen dental health as its own area of intervention and support.

The outreach programme that was carried out in conjunction with Rotary Clubs in Oyo State and actively supported by the Nigerian Dental Association (NDA) and Oyo State Ministry of Health had over 5,000 pupils drawn from different public primary schools in attendance. In the different schools visited by the team, dental care experts and professionals gave oral hygiene instructions and enlightenments to the pupils who were visibly happy.

The programme, conceived by Fortune Health Plus Initiative; a non-governmental organization based in Ibadan, had an interface with over 5000 public primary students in Oyo State with dental experts who gave oral hygiene instructions

and dental examination to some selected students in addition to the distribution of toothpastes and toothbrushes.

Dr Ijidalé noted that his organization was undaunted by the different funding and logistic challenges that came up before the programme. He however acknowledged the huge supports received from Procter and Gamble, the makers of Oral B dental healthcare products, the Rotary Clubs in Oyo State for their cooperation in providing personnel and logistic for the outreach, the Oyo State chapter of the Nigerian Dental Association as well the Oyo State Ministry of Health, especially the Permanent Secretary, Dr Mufutau Ayoola .

On his part, the Oyo State Commissioner for Health, Dr Taiwo Ladipo who was represented by the Permanent Secretary pointed out that the state government puts high premium on the general health of the people of Oyo State and that is why the administration of Governor Seyi Makinde has made healthcare service delivery one of the cornerstones of his administration. He added that his ministry will build on the noble initiative of FHePIN by taking oral healthcare programmes to more schools across the state.

Some of the schools where pupils interfaced with the outreach team include Army Children Basic School, Isokun , Oyo; Baptist Basic School, Isokun, Oyo; AUD Basic School, Akeetan, Oyo; L.A Town Schools, Idi-Ape, Ibadan; Queen School, Oluyoro, Ibadan ; Ratibi Muslim Basic School, Okebadan, Ibadan; Mufu Lanihin Basic School, Agugu, Ibadan and Army Children Basic Schools, Iwo Road, Ibadan.

BD





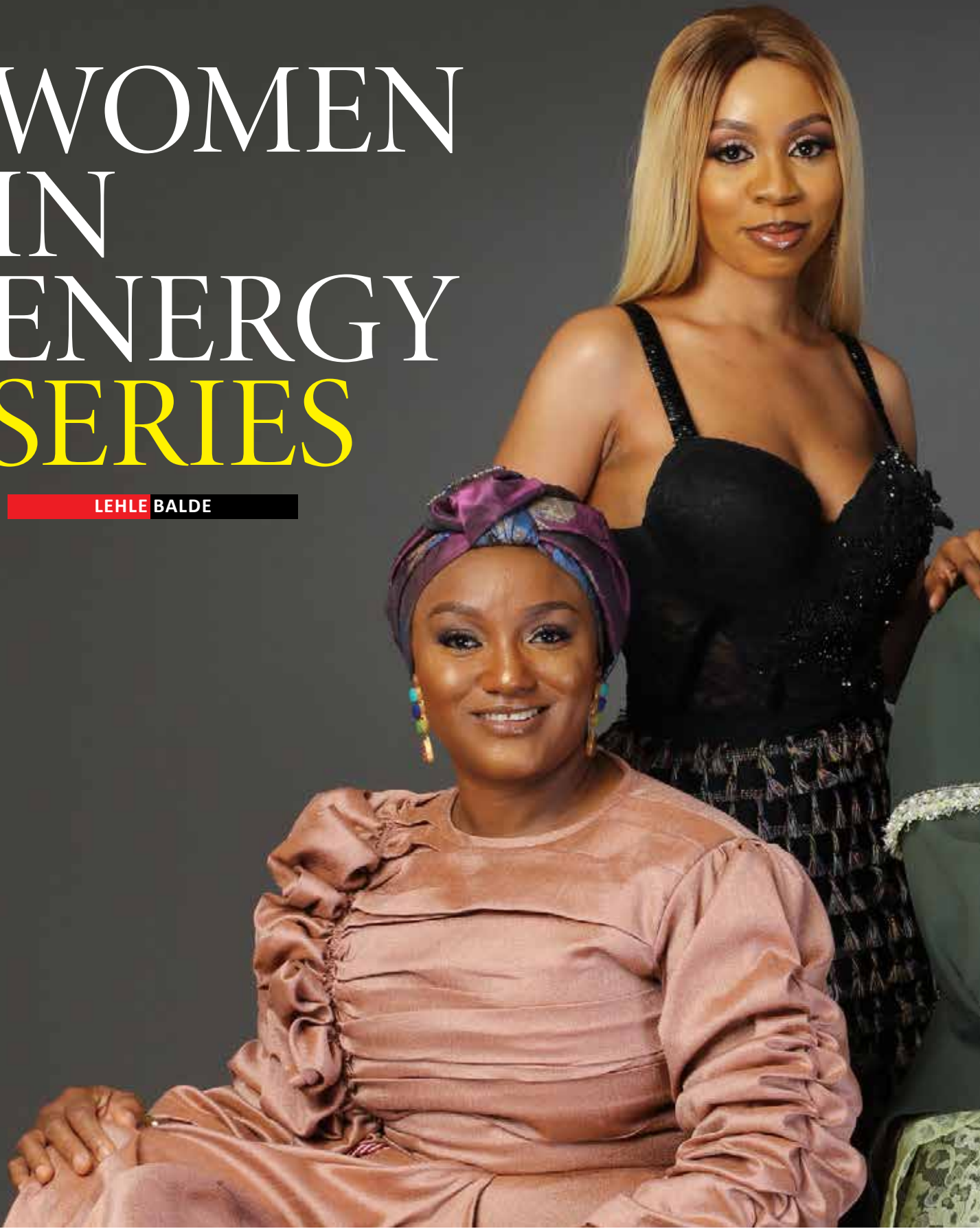
Stay connected to the best of the Christmas season!

Season's Greetings

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WOMEN IN ENERGY SERIES

LEHLE BALDE



In this women in energy interview series, Lehle Balde, editor, sat down with three women making a tremendous impact in the Nigerian energy sector. Access to clean, modern energy services is an enormous challenge facing the African continent because energy is fundamental for socio-economic development and poverty eradication. Today, 60% to 70% of the Nigerian population does not have access to electricity. There is no doubt that the present power crisis afflicting Nigeria will persist unless the government diversifies the energy sources in domestic, commercial, and industrial sectors and adopts new available technologies to reduce energy wastages and save costs. While energy is still a male-dominated industry, women participate more meaningfully and make their impact known and felt. In this interview, we speak to Sandra Dozie, Habiba Ali, and Doseke Akporiaye, three inspiring women in energy **BD**



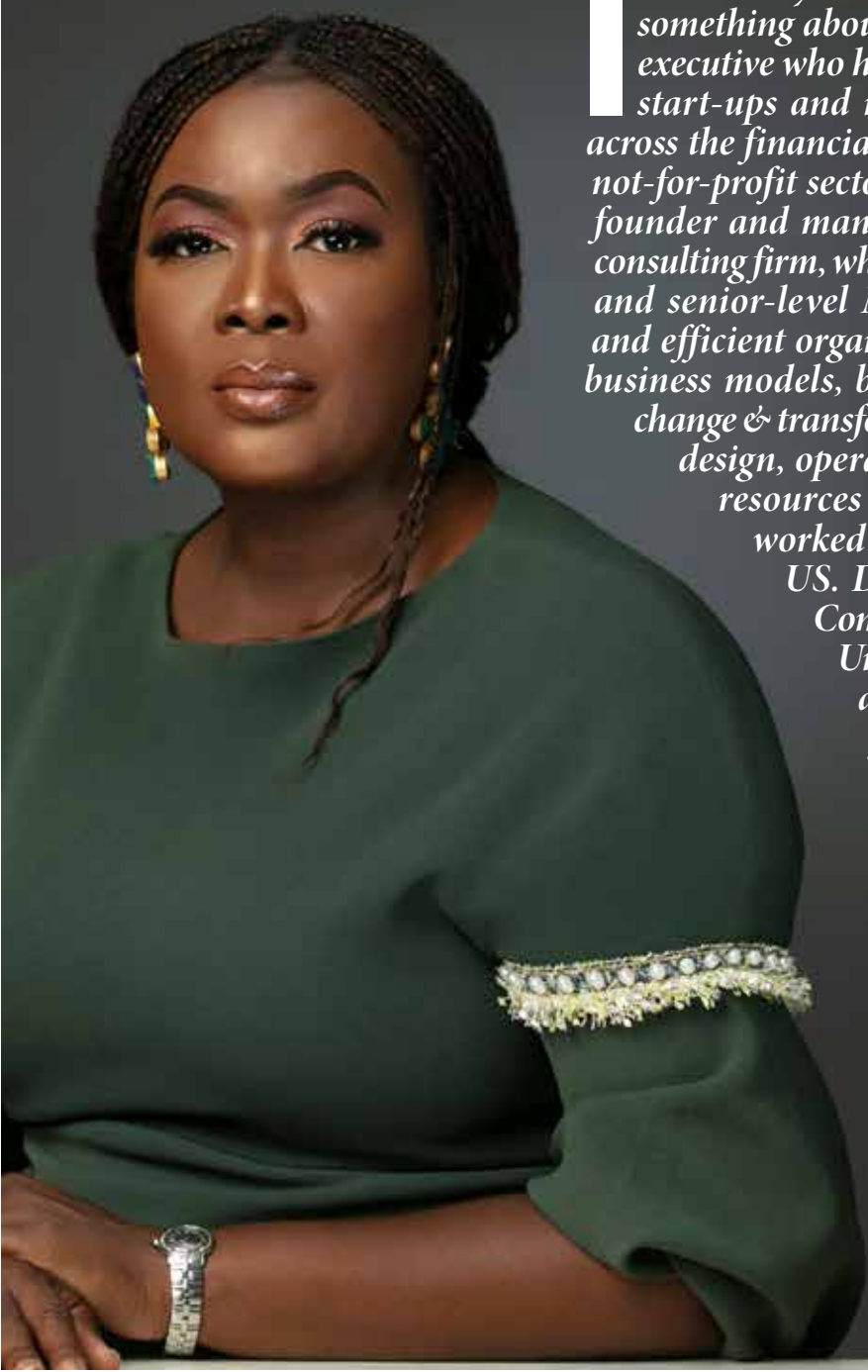


I have always liked business and commerce. There is something about that process of creating value, so much so, people are willing to pay for it, that I find intriguing.

*Doseke
Akporiaye*

MANAGING DIRECTOR OOLU SOLAR NIGERIA





I have always liked business and commerce. There is something about that process of cr Doseke is a senior executive who has spent the last 18 years working with start-ups and medium to large scale organisations across the financial services, telecoms, power, public and not-for-profit sectors. Prior to joining Oolu, she was the founder and managing partner of an entrepreneurial consulting firm, where she worked with Boards, Executives and senior-level Managers to create high-performing and efficient organisations. Her skills are in developing business models, business and go-to-market strategies, change & transformation management, organizational design, operations management, strategic human resources and business development. She has worked in Nigeria, Ghana, Senegal and the US. Doseke has a Joint Honors degree in Computer Science and Accounting from the University of Manchester, UK and holds an EMBA from INSEAD. She speaks fluent English and is learning French. eating value, so much so, people are willing to pay for it, that I find intriguing. **BD**

1. What kind of child were you? Tell us your favourite childhood memory?

I was very inquisitive, curious, cheeky, sometimes mischievous and adventurous. My earliest recollection as a child of what I wanted to be when I grew up, was to be a secret agent! I loved (and still do) James Bond movies and what I found most appealing was the adventure, the travel, the access to all facets of society and the overarching goal/intent of the greater good.

I had a great childhood growing up in Warri with my father, mother and 4 siblings. I read a lot of adventure novels (famous 5, adventure 7, pace setters etc) and would want to make my own discoveries. So, one of my fondest childhood memories, was going out with my sister, into our neighbourhood, which at that time was swampy and still being developed and looking for our own crimes to solve and adventures to discover.

Another of my favourite childhood memories stems from the trips we used to take as children. My father organised a lot of family road trips within Nigeria and so I got to visit places like Ogwuta lake resort, the then white sand beaches Escravos, the boat rides into the riverine areas in Delta state – Forcados, Burutu, Bomadi etc, the visits to factories, manufacturing plants etc, so we could learn and the road trips were always fun, there was always lots of food and drinks.

2. Did you always know you wanted to be an entrepreneur?

I believe so, though as can be expected, the journey to getting there varies for every entrepreneur. My dad always had his business and he served as a role model in terms of doing your own thing. Also, I have always liked business and commerce. There is something about that process of creating value, so much so, people are willing to pay for it, that I find intriguing.

3. How did you get into the energy field?

I was curious about the impact space. I didn't fully understand it but my perception of what it connoted, seemed to align with my belief that you could earn a living while still improving and positively impacting the people, community and society. I actually set out on a mission to find out more about the space and how I could use my acquired skillset within the space and where the opportunities were within the space. This meant speaking to various people, networking with industry

professionals and within industry events etc. During the course of quest for a deeper understanding, I was introduced to a lady, who at that time was a partner with one of the companies that had invested in Oolu and it so happened they were looking for someone to launch and drive the Nigeria business. And that's how I joined Oolu.

4. What is different about your company?

One thing that is different about Oolu and which motivates me to keep on pushing irrespective of how challenging it can be in this environment, is that genuine belief and interest in fulfilling our mission and vision as a company. Secondly, that interest in impacting the lives of our employees and ensuring they are better off than when they joined the company. This means we deliberately listen to our people, customers etc, and as the executives, come up with action steps to support and ensure we are creating an environment for people to grow, thrive and perform.

5. What is the most difficult part about running an energy company?

Without a doubt, I believe the most difficult part of running an energy company in Nigeria is being able to effectively balance the ambition of achieving social impact goals with the business goals, in view of the reality of doing business in Nigeria. For example, our goal is to bridge the energy gap in such a way that the millions of people who are off-grid (mainly the poor and underserved) or in low/poor grid areas, are able to have the energy/electricity to power their aspirations, whatever they are. This

means, ensuring our products are affordable and accessible. While we have deployed a nationwide sales distribution network as well as forged strategic partnerships, to address the issue of accessibility, the costs of doing business in Nigeria – Import duties & tariffs, logistics and distribution, FX risks etc, all make it more challenging to achieve the goal of making our products affordable to the vulnerable and those at the bottom of the pyramid.

It is however, important to note that key industry stakeholders such as the Rural Electrification Agency in conjunction with the World Bank, are working towards addressing some of these challenges of ensuring these renewable energy solutions are affordable to those at the bottom of the pyramid, through the subsidy program currently being run, for example.

6. If you could tell your younger self anything what would it



I have always liked business and commerce. There is something about that process of creating value, so much so, people are willing to pay for it,

be an why?

Leadership – You are a leader in your own rite. Be mindful and deliberate about what you do and how you conduct yourself and affairs because it is/will influence someone.

Patience – The difference between you and whoever you aspire to be is time, preparation, hardwork and chance. Be patient to go through the process. The journey is often more important than the destination because it forms you and prepares you for the next level.

Long term view – It is important to have a long term view. Think about the future you desire and start doing today, what you have control over to influence that future. Save! Invest!

Relationships - Relationships are more important and valuable than things. Deliberately invest in forging and building good, lasting relationships. Give as much as you are given to. Do not use people. Charm will only get you so far. Substance is far better.

Explore - Explore and travel more. Discover new places, cultures. Be open and constantly seek other people's perspectives.

Take more risks – Be more daring. Try new things. Fail fast, fail quickly, learn from it and move on. But be careful not to make mistakes that you can avoid when you can learn from others.

Mentorship - Have some older friends, mentors etc who have similar values with you, understand you, your goals and aspirations and can give you honest feedback and serve as a good sounding board for decisions in general, but most especially the critical ones.

7. What is it like to be a woman in a male dominated field ? How do you handle being a boss in a society that struggles with the patriarchy?

I have to say, that I am fortunate to have had the different opportunities that have led me to my current role. Every experience I have had; good and sometimes not so good, has contributed towards moulding me into who I am and into being driven, tenacious and empathic. So, it doesn't feel any different from being in a role where I am myself and I am focused on a goal of getting the job done. One of my guiding principles, is to let my work speak for itself, because I know my worth and value.

As a boss and a woman, I embrace my femininity!; it's a strength and not a weakness and what is important is to harness and use it well. I bring that female perspective in understanding issues and taking decisions, I call out what is out of order without getting hysterical and I never compromise on the achievement of results.

8. What do you do for fun?

I play tennis
I sing
I love to travel
I love to cook

9. Favorite place to visit

Wherever family is! – New York, London, Senegal, Warri

10. Favourite shoe designer

Bally, Ferragamo

11. Favourite artist

Sade Adu, Hugh Masakella

12. If you were not an energy CEO what would you do and why?

I would either run my own business or be involved in an organisation with development goals and active in the social impact space. I am a big believer that societal challenges can be solved using business, not just for profit but as a force of good.

13. What are your plans for the holidays ?

Spend it with family. Eat some good food. Rest.

14. Favourite part about the shoot

Interacting with other ladies
Meeting likeminded people
Sharing experiences **BD**



INTERVIEW



Sandra Dozie

MANAGING DIRECTOR SALPHA ENERGY

Sandra Dozie is the Chief Executive Officer at Salpha Energy and the mastermind behind the company's implementation of innovative business models for delivering off-grid solar solutions to communities and micro-enterprises in Nigeria.

Dozie is backed up by advanced degrees from the University of Manchester and the University of Dundee Centre for Energy, Petroleum and Mineral Law and Policy. Her profile includes the United Nations, where she worked as a Sustainable Development Consultant, focusing on Clean Energy and Energy Efficiency in Industrial Development for Developing Countries. Her UN experience led her to abandon the most obvious career path in her family-owned oil & gas conglomerate and follow her path: tackling the challenge of global energy poverty, starting in Nigeria. **BD**



1. What kind of child were you? Tell us your favourite childhood memory?

I had so much fun growing up. I was a very playful, cheeky and inquisitive kid that loved exploring the neighbourhood, playing pranks and video games. My fondest memories were me and my cousin Pascal sneaking out of the house with our bmx bikes and racing against each other, also beating my brothers in our family fifa tournaments.

2. Did you always know you wanted to be an entrepreneur?

On a personal level, I grew up watching my entrepreneurial parents grow the family business into a conglomerate spanning various sectors including Oil and Gas, Manufacturing and Real Estate. Naturally, growing up in such a household inspired me and instilled considerable pro-business values in me, helping me realize that through our commercial endeavors, we can very much have a positive influence on other people's lives.

Though deep down I really wanted to be a change agent that could bring positive change to Nigeria, but I didn't have an outlet. In the past, I would often engage my father in long and angry debates about changing the status quo and breaking the cycle of injustice; he always said that "business" was the answer. For this reason, I became quite fond of Economics, Business Studies and Accounting at school.

3. How did you get into the energy field?

From a young age I was exposed to the energy industry through the family business. However, I gained a new perspective on energy when I started my career at the United Nations Secretariat in New York. I learnt that energy had to be clean, safe and sustainable. Even more, that closing the energy access gap had to start by reaching the furthest behind first.

It was at that time that I found myself through finding an outlet where I could actively work on effecting change. This change was none other than the energy transition. As a young woman in Nigeria, I understood the importance of having a dream this big, the impact it would have on the country and the flame it would ignite in the hearts of young people; the

underdogs, the underestimated who had something to prove. I wanted to channel the energy of the youth in order to usher in this change.

4. What is different about your company?

Salpha is a solar company that designs and manufactures a range of solar systems; entry level, which supports (lighting, phone charging, music functionality) to productive use (for appliances like fans, TVs, fridges, laptops etc) that excites customers to climb up the energy ladder.

Salpha's business model is based on the understanding that pricing and the reduction of upfront costs is the only way to capture the target customer base. The Nigerian energy market is bottom heavy, so our strategy is to bring the underserved and unserved homes and businesses in rural and urban areas into and up the energy ladder.

Also, Salpha is a team of Alphas that are driven for impact. Vibrant, enthusiastic and passionate young people who want to make a difference are at the forefront of this organization. Salpha's lifelong mission is to harness the energy, passion and intelligence of the youth across the African continent towards accelerating access to clean energy.

5. What is the most difficult part about running an energy company?

Honestly, running a business in Nigeria is tough and I have experienced the "four horsemen of Nigeria's Apocalypse", limited access to business capital, getting competent and trustworthy employees, inadequate power supply and poor infrastructure.

It also takes considerable effort to work in the emerging solar industry and educate our customers about the need to transition from polluting fuels to clean energy. To succeed, I have had to be audacious about challenging the status quo and constantly adapting to the environment.

What keeps me going is the unwavering faith I have in my country. Making it in Nigeria is an indication that you can make it anywhere, and that is really exciting to me for the future.



Whenever I walk into business meetings, most people expect me as an MD to be an older man, and it always makes me smile to see their utter surprise.

6. If you could tell your younger self anything what would it be and why?

Sandy, your passion, your hunger to learn, the sacrifices you made, and even the mistakes you made, made me stronger and wiser. Thanks to you, I am who I am today.

In the past, celebrating my wins had always been hard because I tend to set high standards for myself and never feel satisfied. As I have grown, I have come to realize the importance of being your own cheerleader and remembering to stop and smell the roses.

7. What is it like to be a woman in a male dominated field? How do you handle being a boss in a society that struggles with the patriarchy?

Whenever I walk into business meetings, most people expect me as an MD to be an older man, and it always makes me smile to see their utter surprise.

So I had to assert myself more, come with more facts and prove myself constantly in situations in which I thought a man would not need to do such things. Though over the years, people have come to accept that I'm a young female dominating this field.

Also, proving and asserting myself was not difficult because from a young age I was surrounded by entrepreneurial women because my family business was structured in a way that gave men and women equal opportunities to thrive. I watched my mother in her mid 20s manage a wide portfolio of companies and she was also a serial entrepreneur. My parents also gave me a seat at the table and always made it clear that my voice mattered.

I am a leader who believes in working as a united front and creating an empowering work environment to inspire future-oriented thinking and celebrate diversity.

8. What do you do for fun?

So I'm sort of an ambivert. The extroverted me is a big kid at heart that loves play and mischief. I enjoy competitive games, video games, foosball, having a good time with my family and friends.

The introverted me is almost like Batman in his cave with a DND sign hung on the door, listening to audiobooks and podcasts, meditating and scheming on how to take over the world...hahaha!

9. Favourite place to visit

New York.... The concrete jungle

10. Favourite shoe designer

Quite difficult but I'll say Yeezy

11. Favourite artist

KANYE WEST!!

12. If you were not an energy CEO what would you do and why?

Investing in publicly listed companies and private equity. I have a super inquisitive mind that loves learning about the latest innovation. So, owning a portfolio of amazing companies would certainly be an intellectually and financially satisfying career.

13. What are your plans for the holidays?

REST and Dettty December.

14. Favourite part about the shoot

Everything!! Getting glammed up, meeting other amazing female pioneers in the solar industry and having a good time.

BD



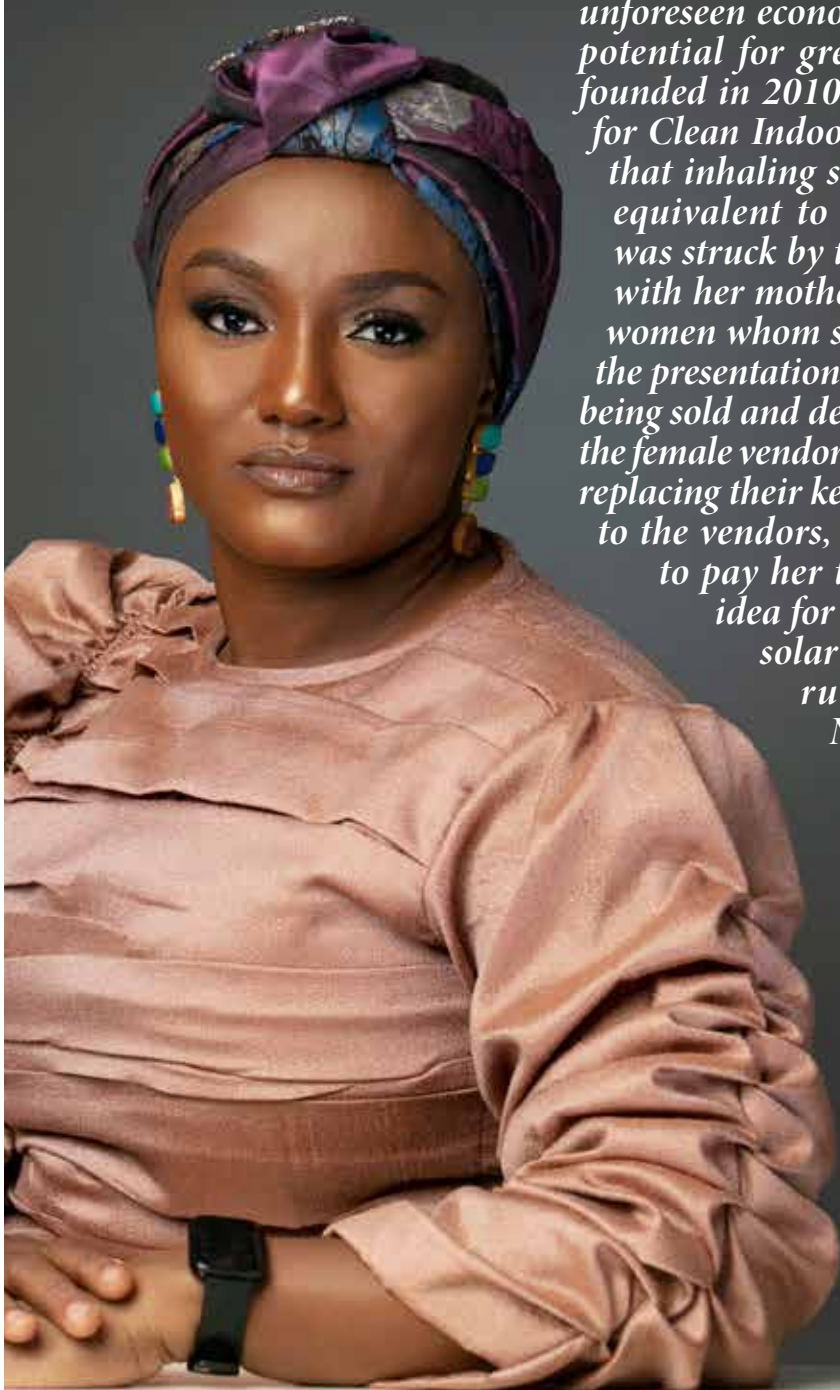


*The most difficult part about running an energy company for me, especially now that in Nigeria, and maybe most of Africa, people do not appreciate that **energy is not a cheap commodity.***

Habiba Ali

CEO SOSAI





Habiba is a pioneer in the renewable energies field. She is the founder, managing director and CEO of Sosai Renewable Energies, an innovative company that brings reliable and affordable renewable energy products to those in Nigeria who need it most. Her sustainable energy solutions provide communities with unforeseen economic growth, increased capacity and the potential for greater business development. Sosai was founded in 2010 after Habiba attended the Partnership for Clean Indoor Air (PCIA) Forum where she learned that inhaling smoke from open fires and lanterns was equivalent to smoking two packs of cigarettes. She was struck by the memories of cooking on an open fire with her mother and sister as well as the visions of the women whom she bought products from each day. After the presentation, Habiba happened to find solar lanterns being sold and decided to buy 10 of them, loaning them to the female vendors she frequented for a month to investigate replacing their kerosene lanterns. When Habiba returned to the vendors, she found that the women were willing to pay her to keep the solar lanterns, and thus the idea for Sosai was born. Sosai offers solar lamps, solar home systems and water filters for the rural and peri-urban communities of Northern Nigeria. Sosai also empowers communities and businesses with solar technology ranging from rooftop solar panels, solar home systems, 10Kw Micro Grids for communities, solar dryers and integrated energy centers. The company not only offers renewable technologies, but also provides economic empowerment opportunities for women and youth through the selling of their products. **BD**

What kind of child were you?

I was a precocious child. Full of myself, I would say. I was a child who loved her father very much. I did everything I wanted to do. I did most of the things I did because I wanted to please my dad; I wanted him to be happy with me

Favorite childhood memory?

My favorite childhood memory is when my father took us to school. My favorite memory was when he took us to school on his motorbike. I have fond memories of him driving us to school him ensuring we stopped by for some treats and candy from time to time

Did you always know you wanted to be an entrepreneur?

No, I never really thought about being an entrepreneur. I was married, had a daughter; I didn't have a job; I was waiting to join my husband living in Germany. I wasn't thinking about being an entrepreneur, but I knew that I wanted to do something; I was not sure what that was.

How did you get into the energy sector?

I got into the energy field through my ex-husband, who knew a lot about renewable energy. I tried to start a business, and it was not working, so we thought to start an NGO that focused on developmental association for renewable energies; I was the National Coordinator. When we started, we were more into fighting deforestation and climate change.

What differentiates SOSAI from competitors?

What is different and innovative about Sosai, is that our last-mile delivery service is efficient. Many companies who do this business are comfortable in the cities, but we do not operate in just the cities; we go down to the communities, no matter how tough. We also contribute to gender diversity by working with many women. We do not just proffer solutions that women can resell; we also do what we call the powered by Sosai, where we can set up a woman with a renewable energy solution that she can use to make a living.

What's the most difficult part about running an energy company?

The most challenging part about running an energy company for me is that in Nigeria, and maybe most of Africa, people do not appreciate that energy is not a cheap commodity. We sell a Pay as You Go solution, which can sometimes be a hassle. People do not pay on time; payments are often delayed etc. It can be a vicious cycle.

If you could tell your younger self anything what would it be?

If I could tell my younger self something, it would be to pay more attention, you know, because while growing up, one of

the things I didn't do was pay attention. If I had paid attention, I would have started my work in the energy industry a little bit earlier.

How do you handle being a woman working in a patriarchal system?

I will always say that I do my work. If there's something to be done, I just go ahead and do it. If it's a room of men or women, I go in, do what I have to do, and get out. I do not cower; I do not get scared.

What do you do for fun?

I love to dance. I go out with a couple of friends who are like me that like to dance, who like a nice time. I love my children and spending time with them. We go on holiday a lot. Traveling together as a family has helped us discover the country and the world.

Favorite shoe designer?

I don't have one. I'm not fashionable like that. I just get dressed and go. I wear what is nice and what I see and make sense, and I just go. I don't have a favorite design of anything.

Favorite place to visit?

I've traveled a lot, at least 30 countries, but I don't think there's anyone that's a favorite yet. Well, I look forward to going to the Bahamas or anywhere near a beach

If you were not working in energy what would you be doing?

If I were not in energy, I'd be a food woman. I love good food. I like to curate good food. I like the idea of putting spices together and coming up with something unique. If I was not an energy entrepreneur, I feel like I would run a restaurant. I like good food, and I think I would have spent my life curating good food

Plans for the holidays?

For the holidays. I plan to spend time with my kids. We will be in Lagos for a few days, then go to Cotonou for another few days, then back to Lagos, and then back to Kaduna

Favourite part about the shoot?

The fact that we were all relaxed, the ladies were happy. We're so glad to see each other, we had a good laugh. It was fun. I mean, it wasn't about the shoot anyway was about the ambiance of the women we were with. It was about the laughter, the friendliness. We were putting our seriousness aside and just being ourselves. **BD**



*I love my children,
spending time with
them. We go on
holiday a lot.*





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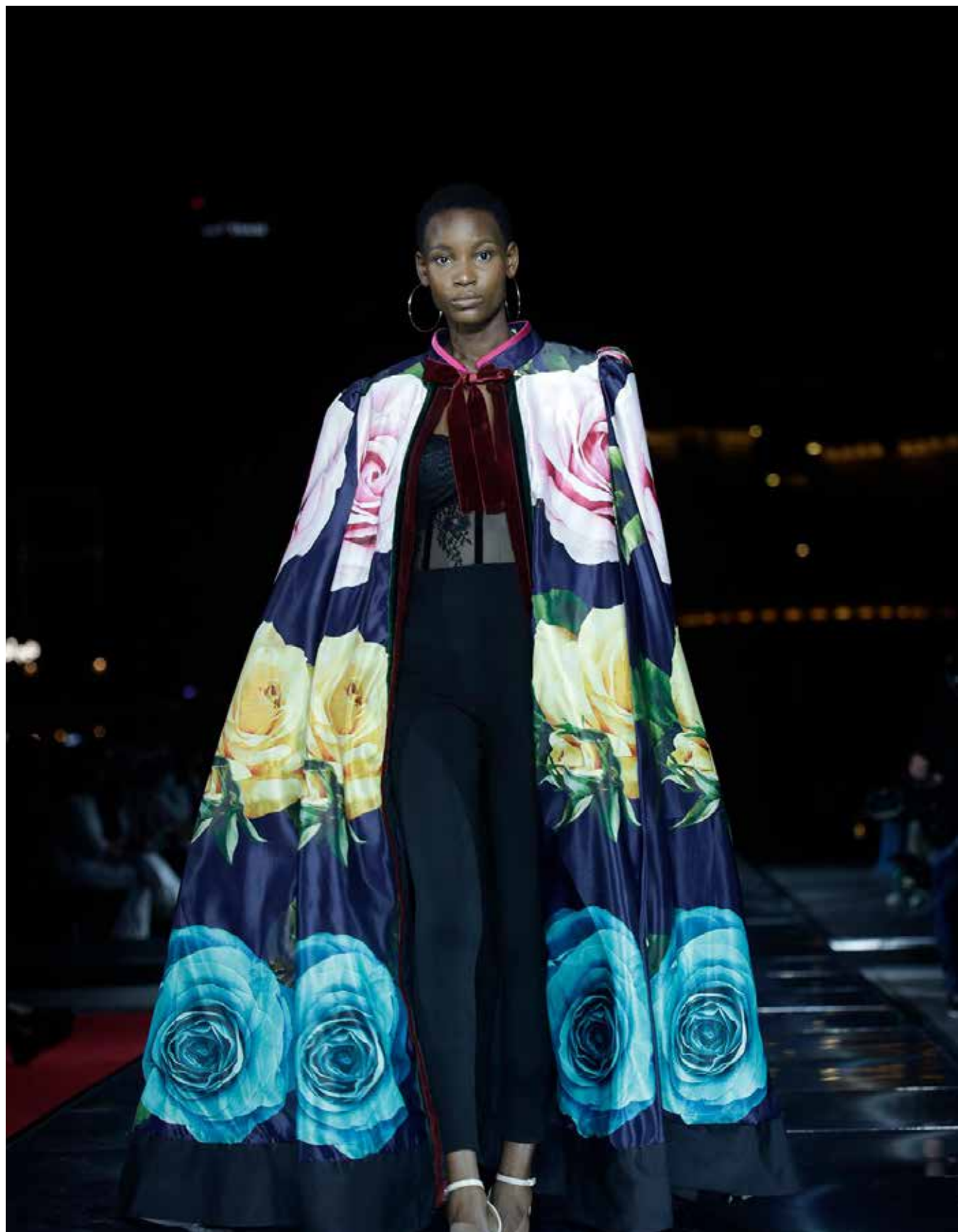






























THE BEST WAY TO BUILD YOUR ART COLLECTION

Starting out your art collection? This guide will help you.

KETURAH OVIO

Buying your first art piece can be quite daunting, especially if you do not know where to start. You may ponder on questions such as;

- What should I buy?
- Where should I buy it from?
- How do I go about it?

Building a strong art collection takes time and requires knowledge, both of which will not come to you from day one. This however, should not deter you from starting your own collection.

What you need to get started

Set a budget

An important question you would need to ask yourself is; Do I want to collect a few high-end pieces, or do I want to build a larger collection with affordable artworks? You do not even need a large budget to get started, but it is imperative that

you set a budget. What does your current income permit you to comfortably set aside as a starting budget? Remember, art collecting is a want, not a need. Once you have scaled through the hurdle of making your first purchase, could you make it a habit of buying art every month? Your set monthly art budget should be one that is attainable. The best collectors set aside a monthly art spend however small, to grow and diversify their collections.

Define your end goal(s)

Are you collecting solely for aesthetic reasons or do you also/solely view your collection as investments? Neither are wrong, both are encouraged. Matter of fact, the goal is to achieve all of the above with your desire to beautify your rooms. It so happens that oftentimes than not, your collection may outgrow your available space. Before this happens, it is important to consider and plan ahead for such occurrences. As an art collector, you need to think early on beyond collection. You want to consider installation, insurance, storage, preservation, and logistics. You can consult and engage with a reputable art consultancy firm who is well recognised for this. ►

► Do your research

Keep abreast with market trends. You want to be in the know of artists to watch out for, what arts are performing really well in the market, and at what cost. You should be curious to know who the art dealers and gallerists within your network and community are. Try to get familiar with them. These industry operators can advise you better on what is worth investing in. Your curiosity should lead you to be an active or passive audience at exhibitions, auctions, fairs, and salons. Attending these events gives you exposure to how stuff works.

I would personally encourage you to engage art consultants and advisors who can help you build an enviable collection that will stand the test of time and seasons.

Trust your palate

No one knows what you like more than you do. Granted, it is advisable to follow market trends and invest in artworks that are potential high yields. If your goal is to build out a personal collection that you like, you should certainly include pieces of art that you like. To do this, you should let your heart lead you in deciding on what to collect, more than your head. Build up an appetite for the style and mediums you are into. Art collecting can certainly be a lucrative investment. However, it is also important that you like what you are collecting / have collected.

Decide on what to buy

In future digests, we may deep dive into the different types of art out there, taking into consideration their importance, styles, mediums, appreciations, and other meaningful factors. For now, we will consider 4 major mediums new collectors often gravitate to, and throughout their journeys.

Limited Edition Prints and Photography

The beauty about a collectible artwork is that it is a one-off and unique purchase, hence why they can get expensive. With Photography and Limited edition prints, multiples of the same art are printed, and so this drives the cost down, making them generally affordable. Their lower price does not make them less valuable. On the contrary, signed artists with such mediums of art are still valuable, and will most likely fall within a modest budget. Limited edition prints and Photography are great mediums to explore when beginning your art collection.

Sculpture and designed objects

Most often than not, new collectors often overlook sculptures and designed objects because at first thought, canvas paintings are what comes to mind when considering building their collection. Sculptures do not have to be large. There are small-sized sculptures and designed objects you can begin with. Sculptures and designed objects add their own unique beauty to your rooms. They are typically highly priced in the market when you are ready to sell.

Paintings and Drawings

If original paintings and drawings are your thing, go for it. You can and should support young artists by collecting their works very early on in their careers. They are usually more affordable at this stage in their careers. You should consider

their resume; Are they trained in any formal art school? Are they under any known artist's tutelage? Have they exhibited anywhere noteworthy in a group or solo? Any known art residences under their belt?

You should also aim to collect paintings of established artists which can sometimes cost you a year's worth of savings. But there is a hack to this; you can collect paintings of established artists by investing in their smaller pieces - such as miniatures and sketches.

Installation pieces

Installation art are three-dimensional artworks that are often used to make a strong statement. They are the most immersive forms of art when compared to paintings and sculptures. They are designed to assume a specific space; an entire room or gallery space or an outdoor area. Installation pieces are never cheap, even when the artist is still rising. But



The beauty about a collectible artwork is that it is a one-off and unique purchase, hence why they can get expensive

if you have the budget for it, they are great mediums to store value. In the resale market, they are often valued higher than other mediums. A collector of an installation piece should conduct a yearly maintenance exercise on it to avoid wear and tear.

Art Index Top 5

Art Index Africa's jury presents Art Index top 5; a showdown of the top 5 well researched and curated art pieces every collector should want to purchase based on strong technique, message, style, and medium.

Here is our selection for this week:



Artist: Sejiro Avoseh • Titled: Yanga • Medium: Abandoned tricycle and paint • Size: 40" x 40" • Estimate: \$11,750



Titled: Untitled • Artist: Ken Nwadiogbu • Medium: Mixed media on canvas • Size: 22 X 18" • Estimate: \$1,620



Artist: Ben Enwonwu • Title: Untitled • Medium: Pen on envelope and note sheet • Sizes: 9.5" x 4" and 7" x 5" respectively • Circa: 1952 and 1954 • Estimate: \$2,820



Artist: Dipo Doherty • Title: Corruption of Eden • Medium: Acrylics on canvas • Size: 72" x 52" • Year: 2016
• Estimate: \$3,950



Artist: Akanimoh Umoh • Titled: Jude • Medium: Sanguine paper • Size: 22" x 14" • Estimate: \$600

Until next digest,
Keep the masks on... **BD**



About Art Index Africa

Art Index Africa is Africa's first Art repository mirroring Africa's real-time art exchange. Each publication navigates around the Nigerian and at broad, Africa's contemporary art developments and equips art enthusiasts and collectors with invaluable information such as artists profile, works, provenance and authentication. It also provides expert advisory and guidance towards art acquisition and collection, preservation and management including exhibitions, curating, auctions and general dealership.

About Columnist: Keturah Ovio

I am a patron of African art and a Director at Patrons Modern & Contemporary African Art. I am also an engineer and the founder of Dukka.com, a pretty amazing Fintech startup. I am actively eating into the world of African Art. I started collecting art in my early 20s. Now, I advise and manage collections for individuals and corporations looking to start or diversify their wealth management through art collecting. I strongly believe there's a cross between Art and technology. It is no surprise that I started this editorial. To learn more, please visit <http://www.patronsmcaa.com/>

Interesting fact: Nigeria makes up a larger percentile of Africa's art industry.

- In summary, to start or diversify your art collection, you will need to
 - set a budget
 - decide if your collection is for aesthetics purposes solely and/or investments
 - collect what you like by building an appetite for it
 - stay in the know of what is happening in the industry to be informed of market trends
 - befriend art dealers and gallerists
 - seek advisory when unsure
 - decide on mediums to buy but be sure to know the nuances of each

I hope this digest has been helpful. These guides are applicable all through your collector journey so you might want to bookmark this page for future references. For concierge art consultations and advisory, you can reach out to art@patronsmcaa.com, or you can leave a note in the comments section if you are reading this online. I would like to know how you feel about this week's digest.

DETTY DECEMBER ON A BUDGET

MERCY AYODELE

It's that time of the year again when you may feel it is not out of place to reward your soul with some "enjoyment" and give yourself a break from the hustling and bustling of the year. The popular 'Detty December' trend suggests that it is time to have more fun than you have had in all the other months of the year combined. The flickering Christmas lights are everywhere and various shows are lined up from now till the New Year.

The holiday season is an expensive time for many people and it is easy to get carried away and spend lavishly, only to spend the first part of the New Year doing damage repair exercises for your budgets. While it is great to enjoy yourself during the holidays, it is extremely important to spend your money wisely during this period. Here are a few tips that can help manage your finances better during the period.

Plan a Budget

It is very possible to have a 'detty december' and still be in a good place financially by the New Year if you have a planned budget. From food, drinks, tickets for shows, hangouts and new outfits, this budget will accommodate all your expenses for the period. Importantly, a budget isn't a magic wand that will suddenly make all of your money behave. It's on you to tell your money where to go and then follow through with that plan. If it's not already budgeted for, don't spend the money.

Lock your savings

After saving diligently for the past 11 months, it would not be wise to spend it all in one week. After drawing up your budget, another thing you can do is lock up your savings from withdrawal. Savings apps like PiggyVest, Carbon, Cowrywise and other great apps that allow a 'lock-in' feature would be great as it helps to stop thinking about it for the moment. You would be glad you did in January.

Lockdown your January expense

A good way to prevent overspending during the holidays is to keep a record of all the bills that will be due in January.

After creating a budget and locking in your savings you should do a reverse technique and estimate your January spend, then transfer it to an account that you wouldn't have access to until when you need to pay the bills in January. This should include rent, subscriptions, utility bills, transport costs and many others.

Share bills with friends


Going out with friends is a smart move in the holiday season. You will be killing two birds with one stone. You get an opportunity to spend quality time with them and bond and you can also share the bills with them. Share meals at the restaurant or go with the food platter which is usually inexpensive when in a big group.

Avoid the clearance sales trap

During the festive season, there is always a surge in clearance sales; this is most times a trap. You must have seen that somewhere during this season as most vendors are trying to sell off old stocks with mouth-watering deals like 20% and 50% off their usual price. Everyone loves a good deal but it is important to understand that you don't have to buy it even though on sale. There is this impulsive desire for most people to buy things during the period because it is seemingly cheaper. If it's not in your budget, don't buy, you mostly don't need it. Then there is the countdown trap, watch out for sales that are only 5 days or even 24 hours. Don't let a countdown rush you into buying anything! Remember the offer, save some money, and be ready for it next time if you can't afford it right now. There will always be other sales.

In conclusion, most people humorously say January is the longest month of the year, especially regarding their finances. I have a theory; it feels that long because most people have spent all their money during the holiday season and now it is so difficult surviving in January. Therefore it feels like the end of the month when they get their next pay is so far away.

As much as we want to enjoy Christmas, it is important to avoid overspending and start the New Year financially strong.



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for you and your loved ones.

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How To Trigger Brand Mentions On Social Media

FEYISITAN IJIMAKINWA

Brand mentions on social media can drive significant results for your business. With the ever spreading influence of the internet, most consumers follow brands through social media. Imagine your brand getting mentioned by tens, hundreds, or even thousands of people. People go to social media to talk about things that they find exciting, sad, or useful. You can have them talk about your brand if you know how to make that happen.

Here are five ways to explode your brand mentions on social media:

1. 'Create a buzz' during an industry event

Industry events are already popular, drawing large, attentive audiences. You can do something remarkable in the context of an event to expose your brand to a lot of relevant prospects. Think of the industry event like a cube of

sugar thrown onto the ground. Within minutes, the cube is covered with ants. It's the same with industry events. Once you've seen the quality of the engagement an industry event has and it meets your needs for exposure, you can go ahead and create something exceptional using the event's hashtag. It's a powerful way to drive brand mentions.

2. Use few influencers

Another strategy to drive social media mentions is using influencers. This column has covered this very well, but how do you ensure you're doing it the right way? The key is to avoid using all types of influencers.

Do you know that for every 1,000 Naira spent on influencer marketing, you get 6,500 Naira. That's quite a huge profit.

But, you don't need all the possible influencers out there. While this may sound counter-intuitive, it can help increase your ROI and cut unnecessary

costs. Maybe you've seen stories and case studies of how influencers have helped your competitors (or any brand at all) grow, and then you feel you should get your hands on all the influencers you can think of. The more the influencers, the more your reach, right? Well, not exactly.

You want to be sure you're spending your advertising budget on influencers who actually have your target customers as followers. In a bid to use all the influencers you can get your hands on, you may end up using some who don't have your target audience as followers. Instead of spreading yourself thin in that way, cut back and work with just the influencers who can expose your brand to an audience hungry for your content or product. You will increase your ROI when you focus only on influencers who are followed by your target customer.

A baby-clothing brand, for instance, is better off using baby or mommy influencers, not a popular Nollywood ▶



[There is] a growing realization among businesses that social media is the single most effective way to reach audiences, with teens (i.e. tomorrow's consumers) now spending up to nine hours a day on social platforms.

► star or a musician.

3. Identify where target customers post from

There are now more social networks out there than ever before — obviously. Therefore, it's vital that you know which platforms your target customers use the most. You can, of course, be “everywhere” if you want, but you would be better off focusing your advertising efforts on relevant social platforms that will drive more brand mentions and ROI than others.

So how do you find out where your target customers hang out the most? Again, you need a social monitoring tool to find this out.

4. Discover your target customers' active days

Social media never sleeps, right? True.

Always remember that while some people sleep, many others are wide awake posting on, or going through, different social media platforms.

A Forbes article says:

[There is] a growing realization among businesses that social media is the single most effective way to reach audiences,



with teens (i.e. tomorrow's consumers) now spending up to nine hours a day on social platforms.

However, while social media platforms are always active, there are days your audience is more active than most other days. If your target customers appear to be hyperactive (in a good way) on certain days, it could mean those are the days they're not bombarded with their jobs, family, or school (if they're students). You want to take advantage of these days and engage them.

5. Exploit User Generated Content (UGC)

If you're not familiar with the term, UGC is: content (reviews) on social media generated by customers about your product.

According to research, 90% of consumers say user-generated content (UGC) on the Internet influences their decisions to make a purchase. People trust other people recommending products to them more than advertising that comes directly from the brand.

And rightly so. Whose recommendation are you more likely to trust — the brand's or the consumer's? Chances are high you'll go for the latter. However, to make the most of UGC, you should consider sharing them on your timeline. That is, after customers post something about your brand, don't just be happy you're spoken well of, retweet or repost the UGC. This will improve your reach and will likely get you more brand mentions.

Last Line

Brand mentions can drive huge results for your business. After all, more mentions naturally mean more popularity. And more popularity leads to better brand awareness and ultimately sales. Use the strategies above and you can drive social interactions about your brand or product like never before.

And, here is wishing every reader of this column a very happy Christmas and a better New Year. **BD**



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

A CHRISTMAS MIRACLE.

UDY OSARO-EDOBOR

Stella and I dated for over two years. She was hot. Yes, she was hot in her looks and in her temperament. I struggled with the idea of proposing to her but I was worried. I was worried that she could get physical one day and harm me or do something irrational. I've seen her throw a fit several times and it didn't always end well. Then there was something else, Stella was such a spendthrift. Her salary was exhausted before the middle of the month, then she resorted to borrowing money from other people. She didn't even have a plan B source of income to support her frivolous lifestyle. The negatives about Stella outweighed her good sides.

Once upon a time, I traveled to the United States for an official assignment. I had a lot of free time on my hands so I decided to do a tour of the city. I landed in a Magical Arts shop on Pearl Street somewhere in Granbury, Texas. I was drawn to an abstract painting titled, "The Pentagram". It looked complicated

but I liked it a lot. As I looked admiringly at it, an old lady emerged from behind a door and asked if I was married. She looked into my eyes and said, "Only a woman with depth will like this one and when you find her, keep her". The only woman in my life at the time was Stella and she loved artworks so that could be the confirmation that I was looking for? (or not).

I returned home with my 'good luck painting' which I hung in a very conspicuous corner in my living room yet no one noticed it, not even Stella. I chided myself for believing the little old lady.

Months rolled by and it was nearing ►



► the end of the year, Christmas was around the corner. This time of year was a reminder of my "bachelorness" because while everyone was planning to spend time with their families, I had no plans at all. Stella would be visiting her family up north and I was going to be by myself.

Anyway, as it was a normal tradition for me to give gifts, I had asked the reception at work to help me order some ginger bread cookies that I could give away. It was three days to Christmas and I was at home expecting my order. The door bell rang and the baker lady murmured a greeting as she walked past me to drop the boxes of cookies on the centre table. She walked back to her car to pick up the rest of the boxes and I caught a whiff of her perfume. (Hmm she smells nice, I thought to myself, and she looks familiar). She bent down to drop the last set of boxes and as she got up, her eyes caught the artwork on

the wall. She looked at it intently for a few seconds but it seemed like an hour to me, I was hoping that she wouldn't say anything... (in my head I screamed, "get out already)... but she didn't leave. I gasped and almost choked on air as she spoke glowing about the painting. A total stranger had just admired "The Pentagram". I'll be damned. I had to know more about her. Who was this lady? So I asked her to join me for a drink but she refused. She gave me a tough time before she eventually gave in.

So, the baker was Margret from my office..(that's why she looked familiar). She joined the firm two years earlier but we never talked. She thought I was obnoxious and unfriendly so she made sure our paths never cross. She was right, I didn't talk to most people from her unit because they seemed uptight and nerdy. I obviously judged wrongly.

I couldn't believe how much Margret and I had in common. She was an amazing woman. At work, she always wore her hair in a tight bun on top her head with her glasses always sitting on her nose but that day she had her hair cascading down her shoulders and she looked incredible. After talking for almost four hours, I didn't want her to leave hbut she had other deliveries to make. It was obvious that the feeling was mutual so she promised to visit again. She came back on Christmas day and we spent the whole day together. I had no doubt in my mind that she was the one for me. But Stella! how was I going to tell her that our relationship was over. She would hunt Margaret down and give her a showdown. I didn't want that to happen.

Well, I didn't have to worry for long because Stella made things easy for me. On boxing day, I received a text

message stating that she wasn't getting any younger and she was tired of waiting for me to propose to her so she was leaving me for some guy she just met, he was a Malaysian based business man who was ready to settle down as soon as possible. This was definitely my second Christmas miracle.

It's been thirteen years since Margret and I got together. We've enjoyed absolute bliss, peace and a lot of love. Christmas is here again and I am thankful as always for the best thing that ever happened to me. The best gift I ever got.

Sure you're wondering what happened to Stella? Well, she joined her lover in Malaysia and no one has heard from her ever since.

The End.

NOTE: To all my readers, here's wishing you a very Merry Christmas. Have a good one. Please Stay safe.... Udy. **BD**



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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Date: December 25th-30th

VENUE: AROBADADE STREET, ILAJE, BARIGA
SEASIDE COTTAGE THEATRE, 54, ALAYI OLAYI STREET, OFF OBADIAH STREET, ILAJE, BARIGA, LAGOS.



FEATURING Children | Xmas Funfair | Drama | Music | DJ Cypher | Inter Street | Cooking Contest | Indoor Games | Dance | Ram Championship | Mosquerode Performances

SUPPORTED BY:



Time:
4pm-8pm
only

Harmattan is the Epitome of Christmas, After All-

A Review of Oladejo Fabolude's Hail

Title: Hail

Author: Oladejo Fabolude

Publisher: Sapient Hadassah's Touch Limited

Year of Publication: 2020

Number of Pages: 46

Category: Poetry

Hail

TITILADE OYEMADE

Christmas is a big deal in Africa, especially in Lagos, Nigeria, and Nigerians know how to have a good time. Many families have traditions like stringing Christmas lights, attending Christmas carol events and gathering with family and friends to exchange goodwill over a buffet of delectable foods and desserts, as well as wrapping presents. To put it another way, many Western Christmas traditions have found their way into African Christmas traditions. In his poetry collection "Hail," Oladejo Fabolude wonders why Africans put up extravagant decorations like fake snow and glorify the white snow when we can practically smell and taste Christmas as Harmattan approaches. Whatever way Africans celebrate Christmas, we've all been taught over the years that the holiday is meant to be a time of joy and gratitude. However, as Fabolude emphasizes, we must remember to be grateful in both good and bad times.

The exquisite "Original Praise: The Second Version" is a good sample of the collection's tone. "To the one I love / To God above, / I bring original praise, / It's a personal type of worship. / Personal in so many ways / Not verbatim from David's Psalms / Nor or split Red Seas. /It's for miracles seen in my own life, / Of what He's done for me." he writes.

Poems such as "Bring Me A Lion and A Bear" and "Safe and Secure" encourage you not to make snap decisions without contacting God first. From the very first line to the very last, Fabolude understands the necessity of trusting God to guide you in your daily life. This book encourages us to admit that we don't know enough to create our own path in life and that making poor decisions can be costly.

Some of the poems in the collection are difficult to put into words, but a large part of the pleasure stems from their refusal

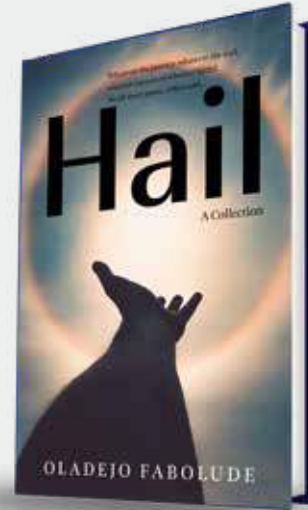
to conform to traditional poetic forms. To truly grasp what Fabolude is doing on the page, you must read the poems at least twice and then aloud to grasp the message the author is attempting to convey, as he can appear disconnected from what is written at times.

"Commitment without End" feels like it was written for a spouse who is terrified of commitment, especially from a disappointed partner who believes the person they care about isn't fully committed to the relationship and is generating confusion.

Fabolude's past is wisely and gratefully reckoned in this book of poems. The poem "Hail" expresses the author's beginnings and experiences. From his humble beginnings to his job-hopping and country-hopping. This poetry is deeply personal, and his true-life experience will inspire the listener to grow in their faith in God.

This collection of poems recognizes God as the supreme being who has solutions to all of life's issues, and challenges. Your faith will grow as you read, making your life more productive and stress-free because God is in charge.

It's all too easy to get caught up in our fast-paced lifestyles. The poems of Oladejo Fabolude will make you grateful at any time. **BD**



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: @tiipre



A NAIJA CHRISTMAS (2021)

It was such a pleasure to be privileged to have seen the movie before the release date and I was glad I did as it was worth my time; I totally enjoyed the drama, the storyline, costumes, and the cast, who totally killed their roles. The beautiful movie featured our great Rachael Oniga (Lt.) who played the lead role as the mother of 3 handsome wealthy sons, who were all of marriageable age, but just couldn't settle down, she decided to prompt them by offering the first of the 3 sons to settle down the huge family home, you need to see the quest and fight to get married first all to win the house for varied motives. The 2h 1m was directed by Kunle Afolayan, which featured Kunle Remi, Segilola Ogidan, Linda Osifor etc, a very lovely Christmas movie to watch and relax with this Christmas. **BD**



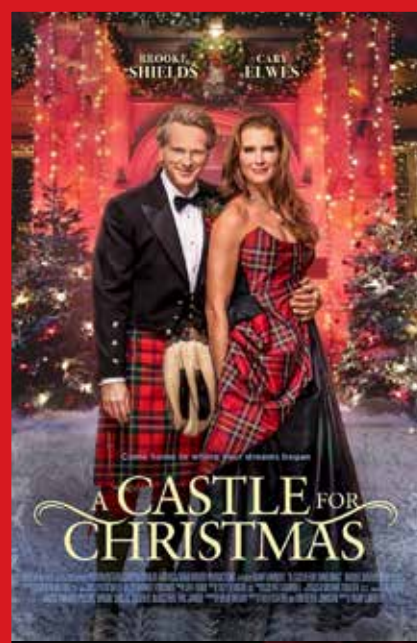
PAPILLON (2017)

Papillon is a brilliant crime/Drama movie about 2h 13m long released in 2017 but just started trending on Netflix last week and I was glad I checked it out. The movie started slowly and at first I wasn't so sure what to expect but as we progressed I knew I was in for a good story. Henri Papillon was framed wrongly and sent to life imprisonment for a crime he didn't commit and on getting to the prison he decides to partner with Louis Dega a great crook who defrauded millions of their funds, to see how they could bride their way out of prison. Please make sure you pay attention and listen, you will see how determination and strong will can make someone achieve the most impossible thing, a brilliant story I must say, do watch it and thank me later, it's a deep movie for deep hearted people, it was a nice movie that took us back the memory lane. **BD**



POLAR (2019)

Seriously I must say that Polar was brilliant and fantastic 100 percent action and thriller to the call, if you are searching for something to keep you at the edge of your seat from start to finish, then this is what you are looking for, Duncan Vizla aka The Black Kaiser was preparing to retire peacefully when he discovers that his former boss has assigned some terrible guys to kill him, so that he won't be paid his entitlement, well you need to watch this movie to see how he had fight to save his, destroy his boss and enjoy his hard earnings in peace. A fantastic 1h 58m action/ thriller movie directed by Jonas Akerlund, they featured Mads Mikkelsen, Vanessa Hudgens, Kathryn Winnick, etc. **BD**



A CASTLE FOR CHRISTMAS (2021)

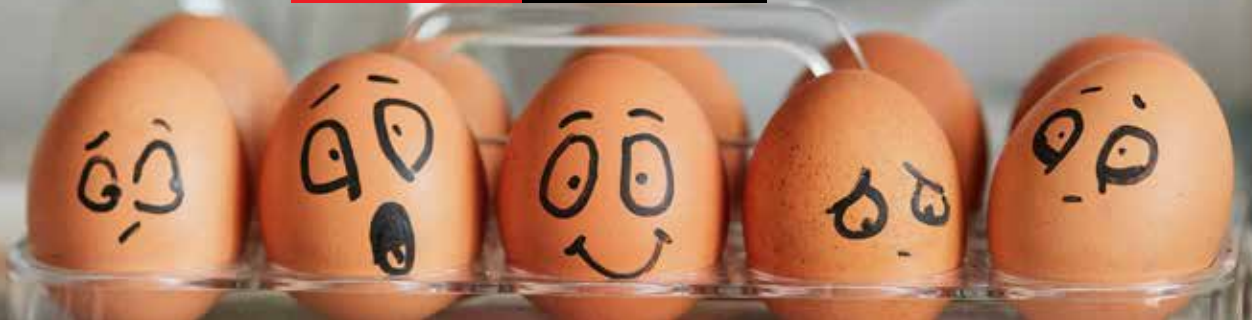
Sophie Brown a renowned bestselling author decides to take a trip to Scotland her Grandfather's home, where she falls in love with a beautiful castle she decides to buy it, during the process of this purchase Sophie who is now divorced meets the unhappy Duke, who sells the property to people frustrates them and collects the property back, a funny strategy that fails him this time as Sophie is ready to face any challenge that comes her way. A very simple sweet Christmas movie about 1h 38m long directed by Mary Lambert, which featured Brook Shields, Cary Elwes, Les Ross, Vanessa Grasse etc. **BD**



**LINDA
OCHUGBUA.**

The Mysterious Tale of Emotional Acceptance

STACEY KARUHANGA



“You cannot find peace by avoiding life” - Virginia Woolf

Have you ever thought about why you feel off at times? Maybe you woke up on the wrong side of the bed (or so you tell yourself)? Your road rage happens to be incredibly unusual on any given day. You feel anxious about going in to work. Or perhaps you are feeling withdrawn? You might be dismissive or even yell at anyone who comes your way, including the ones you love the most? Well, guess what? It is no coincidence that you are feeling some type of way. These are your emotions speaking to you and telling you how you really feel. Sometimes they come in at a high tide, take control and wash up the shores. Other times, they come in low and give you a polite nudge to let you know they are present.

Emotions serve a purpose. They help us survive, thrive and communicate with each other. They are cues we need to listen to as they indicate what we need and what is truly important to us. Emotions tell us when we are happy, angry, fearful, ashamed or in love. They tell us that we need nurturing, healing, protection, connection, approval, etc. However, it is second nature to dismiss and mask them with things that feel good in the moment (e.g. avoidance).

Think of the possible Band-Aid solutions you have used to solve problems. They are usually quick fixes here and there. For instance, lately you have been feeling unmotivated to do anything and you realise this has been increasing significantly over time. Gym attendance is non-existent. You have been turning down social invites and your hobbies do not seem as exciting anymore. Essentially, your mind and your body are telling you something important. Instead of acknowledging how you truly feel, you ignore the cues and choose to brush it off as a funk that will eventually run its course.

Picture this: a sink constantly clogged with gunk has been slowing down water drainage. Your plumber says you need

new pipes, but it is far easier to pour Drano or other chemicals to get rid of the yucky stuff. Better yet, you might use a plunger to speed up the process. This is your transient solution – i.e. you are not dealing with the root cause of the problem, but rather scratching the surface. You will come to learn that this only expedites the process until you encounter the same problem again.

A clogged sink is just one way of looking at it. Substantially, it is critical to assess and recognize a red flag when you see, feel, or experience it, as this decision will dictate how you respond to such situations. A great strategy to practice involves using responsible language instead of blaming language. Here, you are “naming it to tame it” by identifying your triggers rather than pointing the finger at other factors. Use “I” statements to communicate how you are feeling; for example: “I am feeling angry and I need some space”. “I am feeling overwhelmed and I need a break”. Once you are aware of how you feel, you can evaluate what you need to balance your emotional scale. After all, you are the captain of your own emotional sailboat.

Remember, we are all human at the end of the day, so it is only natural for our emotions to be all over the place at different moments in time. Our responses are not always going to be kind, polite and perfect. Yes, you might yell at someone a couple of times; however, it is crucial to self-reflect and remain aware of your triggers – i.e. acknowledge how they make you feel and develop healthy coping strategies to manage in those situations. Patience is key here and focus on what works best for you! **BD**



Stacey Karuhanga is a registered Social Worker in Canada. She holds a Master's degree in Social Work (MSW), specializing in Mental Health and Health. She has experience working with infants, children and youth who have emotional, behavioural and social difficulties. Additionally, she has worked with adults living with mental illness and concurrent disorders. Stacey currently works as a Child and Family Therapist.



What makes us different, makes our organisations stronger – the value of Diversity, Equity and Inclusion in the workplace

ADAKU OKAFOR

Last week we looked at the current state of play for DEI in Nigeria. This week focuses on providing clarity as to why you need to make DEI a focal point of your organisation.

To begin with, here are a few of the proven advantages of valuing DEI in the workplace:

1) High level of Productivity: When organisations value the uniqueness of its workers by means of offering them proper compensation, health care and tailored career advancement; it enables those workers to have a sense of belonging to the company irrespective of their differences.

2) Increased innovation, ideas and teamwork: Each team member bringing different ideas and offering a unique perspective (especially during problem solving) can effectively arrive at the best solution at the shortest possible time.

3) Effective Communication: Workplace diversity can immensely strengthen a company's relationship with some specific group of customers/clients, by making communication more authentic.

4) Diverse Experience: Employees that come from a diverse background bring a unique set of perceptions and experiences to the table, especially during team or group tasks. Pooling the differing skills and knowledge of culturally diverse employees together can immensely benefit the company.

If you choose to ignore this ever-

growing need for Diversity in the workplace, it costs time, money, and efficiency; leads to unhealthy tensions; loss of productivity because of increased conflict; inability to attract and retain talented people; and leads to complaints and legal actions, all of which can result in lost investments.

It is time to move forward

Within the private sector in Nigeria, many businesses follow the concept of simply avoiding the potentially contentious issues relating to DEI by adopting an informal approach to diversity management. However, some notable exceptions to this are a few, mainly Western multinational corporations (mainly in the oil and gas sector), who are embracing the nation's diversity and harnessing its power. For example, Chevron has a clearly articulated DEI Strategy, including engaging full-time diversity professionals to provide strategic direction and co-ordination for their DEI initiatives and goals. Companies like Chevron have generally been influenced by their parent companies to implement diversity initiatives, adopting operational best practices from other countries that are further advanced in the DEI agenda. This presents a serious challenge to the Nigerian divisions, as they must define a locally relevant diversity plan.

Additionally, there is a stronghold of groupthink in Nigeria – that is, the practice of thinking or making decisions

as a group, which often results in unchallenged decision-making and things being done the way they always have been done. Those who hold views that are different or to those of the 'in-group' are often excluded, marginalised, and even discriminated against. These underrepresented groups have been taught to accept their fate and be grateful for their oppression. Therefore, now is the time to take DEI from paper to practice, and to leverage the power of the vast diversity Nigeria offers to make your business operate at a higher level.

In conclusion

Many categories of workers remain voiceless in Nigerian organisations. Nigeria is characterised by high levels of diversity, low levels of inclusion, and historically weak but evolving institutional arrangements; and therefore, change is inevitable. You must take a pragmatic approach that requires a short- and long-term strategy, taking incremental steps toward transformational and systemic change. Given the increasingly diverse talent market within Nigeria, organisations that have a focus on attracting, retaining, and fully engaging the skills of a diverse workforce will gain a competitive advantage. While this may require commitment of organisational resources, there are no sustainable alternatives if you want to truly be the best organisation within your field. **BD**



Eggnog Cake

Ingredients

FOR THE CAKE:

Nonstick baking spray
1 c. unsalted butter
2 c. granulated sugar
4 large eggs
2 3/4 c. all-purpose flour
1 tsp. baking powder
1 tsp. kosher salt
1/4 tsp. ground nutmeg
1 c. eggnog
2 tbsp. bourbon or aged rum
1 tbsp. vanilla bean paste

FOR THE ICING:

2 c. powdered sugar
2 tbsp. egg nog
1 tbsp. bourbon or rum
1 tsp. vanilla bean paste

Directions

For the cake: Prepare a 12-cup standard Bundt pan with non-stick baking spray. Preheat the oven to 350°F.

In the bowl of an electric mixer fitted with a paddle attachment, beat the butter and sugar on medium until smooth and creamy, about 4 minutes. Add the eggs, one at a time, beating well after each addition.

With the mixer on low, add one-third of the flour, and all of the baking powder, salt and nutmeg. Add one-half of the eggnog, and all of the bourbon and vanilla bean paste. Add another one-third of the flour, then the remaining eggnog, and the remaining flour, mixing well to combine between each addition.

Transfer the batter to the prepared Bundt pan and smooth the top. Bake until a toothpick inserted in the center of the pan comes out clean, 50 minutes to 1 hour. Let the cake cool in the pan for 10 minutes. Turn the cake onto a wire rack and cool completely, about 1 hour.

For the icing: In a medium bowl, whisk together the powdered sugar, eggnog, bourbon, and vanilla bean paste until smooth.

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QUIZ

Christmas Quiz

Here's a Christmas Quiz with 20 questions for you to try!
All the answers will be provided. Email your answers to lehle.balde@businessday.ng to stand a chance to win.
What's the name of the period leading up to Christmas?
How many Wise Men brought gifts to Jesus?
How does Good King Wenceslas like his pizzas?
What was the name of John the Baptist's Mother?
How many letters are in the angelic alphabet?
In what town was Jesus born?
How many presents were given in total in the 12 Days of

Christmas?
In what decade was the first Christmas Card sent in the UK?
What country did the family escape to?
How many of Rudolph's eight companions names start with 'D'?
What country did Christmas Trees originate from?
Who were first people to visit the baby Jesus?
What's lucky to find in your Christmas Pudding?
What Angel visited Mary?
Where did the baby Jesus sleep? **BD**

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