

BUSINESS DAY

# WOMEN'S HUB

APRIL 29, 2022



**LEEDAYO  
DUROSINMI  
-ETTI**

*is leading a financial platform  
to empower women*





# Editor's Note

A beautiful Friday it is, and it is another opportunity to bring you interesting stories that will be worth your time.

Gracing our cover this week is IFEDAYO DUROSINMI – ETTI, and she is leading a financial platform to empower women. I admire her resilience and passion to liberate women from financial captivity through the various platforms she is doing so, particularly her 'Herconomy' initiative. Find out more about this as you read her story.

Kemi Adetiba & Oscar Herman-Ackah have both said "I do". Their traditional marriage was graced by different distinguished personalities. We share opinions on their wedding in our tweets section and showcased some women who graced the occasion, embodying the dress code which said: Flamboyantly Nigerian! and yes, they understood the assignment. See for yourself in the Fashion section.

Every time I remember Queen Moremi, I think of doggedness, empowerment and liberation. It then

was certain that I had to know more about what David Oreoluwa and Faith Olasehinde produced when I read that they made a 3D animation film of Queen Moremi. Talk about Nigerians going places, and they are shinning that light of hope in our motherland in their own way through their creativity. My interview with them tells more.

Also in this edition, we teach you 'How To Have A Better Relationship With Money', 'Preparing Your Children To Win', 'The 'Issue' With Feminism' and 'Stand Up For What You Believe'.

We certainly have delicious meals for you to try your hands on. This week, it is Cranberry Orange Bread and Braised Beef Neck Bones.

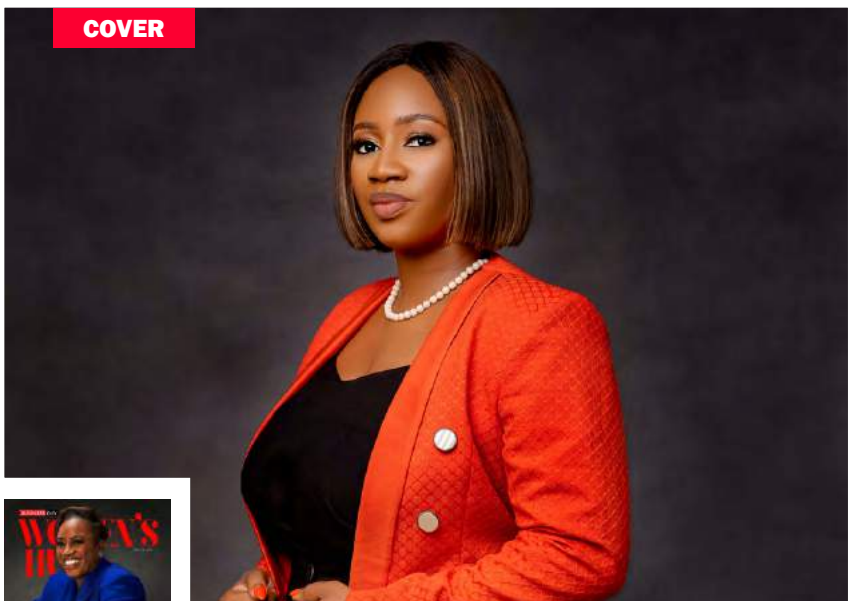
Enjoy!

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COVER



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**I FE DAYO  
DUROSINI  
- ETTI**

*is leading a financial platform  
to empower women*

BY KEMI AJUMOBI





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**YOU HAVE TO KEEP GROWING AND IMPROVING YOURSELF TO BE ABLE TO ADD VALUE TO YOUR TEAM AND ORGANISATION**

Ifedayo Durosinmi – Etti is an author, entrepreneur and young global leader with over 10 years of management and leadership experience working in the fashion, marketing and manufacturing industries. Ife holds a first degree in Biochemistry and an MBA in Global Business.

Prior to moving back to Nigeria in 2012, she worked with Arcadia Group Plc, a British multinational retailing company headquartered in London, and also worked at Aspire Acquisitions. Ifedayo joined Nigerian Breweries (Heineken Operating Company in Nigeria) as a Young African Talent (YAT) and transitioned to their Corporate Communications Department in the position of Corporate Social Responsibility and Sustainability Support Manager, where she successfully managed various corporate social responsibility and sustainability projects. Ifedayo is also an associate member of the Advertising Practitioners Council of Nigeria (APCON).

In 2018, she was invited to Harvard University as a panellist, to discuss the role of women in democracy and how it impacts businesses in Africa, during their African Development Conference. She was recently appointed as a Youth Advisory Group Member for Solutions for Youth Employment (S4YE), a global coalition formed by the World Bank, aimed at providing catalytic support to employment and productive work for 150 million youths by 2030.

Ifedayo was selected as a Mandela Washington Fellow in 2021, the flagship program of the U.S. Government, launched in 2014 for Young African Leaders. She was selected as a Global Shaper of the World Economic Forum and is currently the Project Lead for Start-up Dome, a project launched to bridge the gender gap through the socio-economic empowerment of women in Nigeria.

She is the proud founder of Herconomy (formerly called AGS Tribe), a community she developed driven by her own experience. Herconomy is a community for empowered women, combined with a financial platform, with a mission to empower women through financial services, capacity building, jobs and networking.



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**SOMETIMES IN LIFE,  
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### What story of your growing up years influenced who you are today?

I had an aunty who took care of me from the time I was a baby. She was my mum's cousin. She was always at our house. I grew up to really love her and she got married at a very young age. I was actually her little bride. When she got married, she and her husband had nothing. She was actually more stable financially but it was really humble beginnings. He then started a business which started thriving and he became a completely different person, not just to her, but to everyone in the family. He abused her physically and financially. He never allowed her to work or travel or do anything that will even boost her self-esteem. He didn't let her go back to school. She became a shadow of herself. This went on for about 13 years. Like many other women, she endured all the abuse but she couldn't fight back or leave because she was fully dependent on him financially. He was the one paying the fees so she endured everything. Then he died. He died when I was about 18. His family took everything he left behind. At the point when they wanted to also take her kids away too, she ran. I sat her down one day, advised her to move to a particular area of town, I remember the words I said to her. I was like, 'even if it is 'face me, I slap you' kind of house you can afford in this area, take it, your children will thank you later'. Move there and start hustling. I was only 18, but very weirdly, she listened to me and today, I am so proud of her. She's standing strong. Her two children have graduated from University and the last is still in secondary school. The business she started is thriving. She has also built her own house. She is comfortable. This situation, amongst others really shaped me. You can restart your life again at any age.

Asides these, growing up for me was great. I had most things that every child needed to develop themselves. I'll say I was quite privileged growing up. My Dad is a Chemical Engineer. My mum is a Lawyer. My dad pretty much handled 80 per cent of the financial responsibilities while we were growing up and my mum gave up her career very early on and focused on nurturing us. I think we turned out to be good children, but as usual, life happens. We had some good times and some bad times but I grew more in those down seasons. My Dad for example, always rang it in our heads that education was important and that was what every father owed their children. His Dad said same to him, he believed him and worked very hard to finish school in

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**AT HARVARD , I SPOKE ON THE FACT THAT WE NEED MORE WOMEN IN POLITICAL OFFICES BUT WE DO NOT HAVE AS MUCH BECAUSE THEY LACK THE FINANCIAL MUSCLE TO COMPETE AGAINST THE MEN**

flying colours. He had 31 other siblings, so he knew he had to work very hard to build his own life and not be entitled to any inheritance, so he brought us up the same way. From a very young age, I knew I had to be independent. I also knew I needed to help other women, hence why I started Herconomy.

### What has your 10 years of management and leadership experience working in the fashion, marketing and manufacturing industry taught you?

My experience as a professional has thought me many things but at the top of my list would be leading with empathy, being visible, building relationships and networking are as important as your skill set for the job.

I've had so many amazing bosses and I know exactly what good leadership looks like but more importantly, I also know what bad leadership can do to your colleagues. I had a boss at a point in my career which felt like I was competing. I never did anything right. She was also abusive, eventually I found out the person was going through things in their personal life but didn't know how to compartmentalise issues, so they brought that pain to work.

I have also learnt that as a leader, you have to keep growing and improving yourself to be able to add value to your team and organisation. You also cannot grow in isolation, you need people.

### Share about your experience with Arcadia Group Plc and lessons learnt

Arcadia Group Ltd (formerly Arcadia Group Plc) was a British multinational retailing company headquartered in London, England. It was best known for being the previous parent company of British Home Stores (BHS), Burton, Dorothy Perkins, Debenhams, Evans, Miss Selfridge, Topman, Topshop, Wallis and Warehouse. At its peak, the group had more than 2,500 outlets in the UK, as well as concessions in UK department stores and several hundred franchises operated internationally. I used to work at their Head Office in Marlyebone, and the 2 top things I learnt while working there was how to treat customers right and also the reality of fraud.

With them, like you are taught, the customer is always tight. A customer calls to complain that they paid for next day delivery but it came a day late, the customer had to be refunded the delivery charge immediately. They'd do that and on top of that, offer the customer a percentage off their next order, to ensure the customer is happy and returns. Everyone was in control and every discussion with every customer was documented in writing and also recorded. I've seen these instances happen in Nigeria but the Nigerian brand in this instance will just apologise and keep it moving, not realizing that they have lost that customer for life.

With Fraud, this was a thing. We really do not understand the extent customers will go to defraud a company. From customers lying that they didn't receive their orders and expecting a full refund, to using the details of others to place



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**I WAS APPOINTED AS ONE OF THE 17 YOUTH ADVISORY GROUP MEMBERS FOR S4YE IN 2019 AS A RESULT OF MY CONTRIBUTION TO ENTREPRENEURSHIP AND YOUTH EMPOWERMENT IN NIGERIA**

orders. We saw it all and it became apparent that no one could actually be trusted. It opened my eyes to see that sometimes, even though you want to be very customer centric, if you do not put some checks in place, fraudulent people can run down your business. Thankfully, they were big enough to have a special fraud unit, but smaller companies may not have that luxury, but it's important they are aware of these situations.

**From Biochemistry to business and now helping businesses, how did you make the shift?**

In all honesty, Biochemistry wasn't really a course I had planned to do. I got into University at 15. I had no clue what I wanted to study. My mum helped me fill my forms. I was a strict science student from secondary school. I loved Chemistry and Biology at the time. My University didn't have Pharmacy as an accredited course. My Dad is a Chemical Engineer, like I mentioned earlier, so the closest course that my mum felt was aligned to my skills, was Chemical Engineering. She chose that for me and I didn't mind. I got into school and Engineering Math was extremely difficult for me. So after my first year, I wanted to change my course to Management and Information Systems (MIS), but because I wasn't failing, my Dad didn't really understand when I tried to explain that I was struggling and like any loving Dad, he encouraged me to continue pushing so I decided to continue. After my second year, I knew I couldn't continue again but this time, my University wasn't allowing people to change to MIS anymore (I'm still pained by this though because MIS is more in line with what I do now). My only other choice was Biochemistry. So I changed to that. I started enjoying the course actually but when I did my internship with one of the biggest Pharmaceuticals for 6 months, I realised I only enjoyed reading it, not in practice. I knew I was going to work somewhere else, but definitely not as a Biochemist. My goal then was just to graduate.

When I graduated, I did my NYSC at Standard Chartered Bank. I loved the experience. I loved meeting different people every day, solving different challenges. So I decided to work some more, then do an MBA, hoping that no



one will send me back to a lab or a brewery. That's how I made the shift.

### What did you learn at Aspire Acquisitions?

Aspire Acquisitions was a direct marketing company in the UK. They signed on several accounts, from the Telco's to Charities and we had to get them new customers every day. This job was the hardest job I ever had to do but it built me. It felt as if we were working in the Army. Firstly, every day, when we got into the office, we couldn't sit down. We had to jog on the spot. Fill up ourselves with energy. If you were caught leaning on a wall, you had to do 10 press-ups. The energy was always high at work and I loved it. Every day, our goal was to speak to 100 customers with a goal to sign up 3 customers daily. We had a base pay but we were also paid an additional 20 pounds for each new customer we signed up and if we got more than 3 customers, we were paid double from the 4th customer signed on.

This job thought be everything I know today about storytelling, sales, and how to deal with rejections. I already knew the statistics. I knew I was going to get 97 negative responses on average daily so I never got upset when a customer told me no. I was prepared for it. I grew very fast within the team. I topped the charts week on week because I pushed my team to even move out of London so we could easily sign on new customers. Imagine you being extremely scared of dogs but you're trying to sign up new customers for the RSPCA. The RSPCA is the UK's largest animal welfare charity. I had to develop all kinds of tactics during this time and they've stuck with me till this day. Sometimes in life, you have to do uncomfortable things and all that is on your mind is hitting your goal. It taught me the power of tunnel vision. I had one goal and I had to hit it.

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**TO BUILD FUTURE ECONOMIES THAT ARE BOTH DYNAMIC AND INCLUSIVE, WE MUST ENSURE THAT EVERYONE HAS EQUAL OPPORTUNITY**

### Share with us on being invited to Harvard University to discuss the role of women in democracy and how it impacts businesses in Africa

Speaking at Harvard is a story on its own. My friend, Folawe Omikunle was invited to speak at Harvard. I was in New York at the time for the UN Women's Conference. She told me she was speaking there and she randomly complained that she didn't know anyone there, so I told her I'd go with her. I saw it as an opportunity to visit the 'Almighty' Harvard, so I flew in from New York. Getting there, I was just happy being there. We attended sessions together and during one of the sessions, I asked a question and before I knew it, when it ended, about

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### GENDER INEQUALITY IN NIGERIA IS INFLUENCED BY DIFFERENT CULTURES AND BELIEFS

10 people were lining up to ask me different questions. I was so confused. One of the people on the line then invited me to join her panel the next day. I was extremely scared. The only other place I had spoken in my own capacity was NYSC. This was new grounds. This was Harvard. I was the youngest professional on the panel. I felt so unqualified but I did it anyway and the feedback was good. I spoke mainly about the fact that we need more women in political offices but we didn't have as much because they lacked the financial muscle to compete against the men. This eventually has a ripple effect on business because if you do not have women at the table contributing to issues, then we are missing out on diverse views/solutions on issues. If you even check the statistics, we have more female owned businesses in Africa, but who are the people coming up with policies guiding these businesses, 80 per cent of them are men.

### Tell us about being advisory group member for Solutions for Youth Employment (S4YE)

I was appointed as one of the 17 Youth Advisory Group members for S4YE in 2019 as a result of my contribution to entrepreneurship and youth empowerment in Nigeria. Solutions for Youth Employment (S4YE) is a global program launched by the World Bank that brings together donors, governments, foundations, private sector companies, NGOs and youths to support catalytic programs to increase the number of young people engaged in productive work.

The S4YE Secretariat is housed in the Jobs Group of the Social Protection and Jobs Global Practice at the World Bank. S4YE acts as a strategic gateway to connect youth employment stakeholders with over 150 youth employment operations of the World Bank. S4YE partners include the World Bank, Accenture, The Rockefeller Foundation, Mastercard Foundation, Microsoft, Plan International, International Youth Foundation (IYF), Youth Business International (YBI), RAND Corporation, the International Labor Organization (ILO), the Governments of Norway, Germany, the UN Office of the Secretary-General's Envoy on Youth, and multiple private companies (over 35 large corporations<sup>1</sup>). Other bilateral partners that support S4YE through the Jobs MDTF include UK Aid, SIDA, and Austria.

This initiative is fuelled by the need to address a growing challenge: In the next 10 years, more than 1 billion young people will enter the job market. This means that 5 million jobs are needed per month to accommodate this influx and maintain current employment levels in the developing world. We work individually and collectively to ensure we come up with projects that provide employment for the youth. I have hosted capacity



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**WHEN WOMEN AND  
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building trainings, worked with them to facilitate workshops on different topics. Just last week, I was a facilitator on the Youth Knowledge Exchange, a program launched by S4YE, discussing how business owners can finance their projects.

### What is Herconomy about?

Herconomy is a community for empowered women combined with a financial platform to enable the success of women and level the economic playing field. On our platform, you wouldn't just save and earn 10 per cent interest per annum, you can also save as you spend on things that you need. We are building an ecosystem where women can thrive and have access to financial services, capacity building, opportunities and community.

So far, we have trained over 80,000 women online and offline, mentored about 500 women, and provided grants to over 50 women-led businesses. In 2021, we raised \$600,000 for our business in 24 hours. We have implemented programs in partnership with organisations like Amazon, Google, Meta (Facebook), and numerous other organisations.



## EDUCATING GIRLS BREAKS THE CYCLE OF POVERTY AND CREATES A RIPPLE EFFECT OF OPPORTUNITY THAT CAN INFLUENCE GENERATIONS TO COME

### When you look at the impact Herconomy has achieved, how does this make you feel?

I get goosebumps whenever I think about it. It's been only a few years but I have seen so many lives transform and will give an example. We have a great example of our impact, which shows the ripple effect of our company. I met Maryam Salami in 2018. She attended our training and also received a \$5,000 grant in 2019. Since then, her business has quadrupled in revenue. She now has over 27 distributors across the world, she has moved into their own factory space, they've been able to employ more people and they have been able to move her children to better schools. Because of this one woman, her community is blessed. We have many more success stories like this.

### Why the drive for women empowerment and gender equality?

I am passionate about gender equality because I have experienced firsthand what it means to have reduced opportunities in the economic sector during the early days of my career just because I am a woman and more importantly, a woman in Nigeria. I had to work twice as hard to show that I was capable enough to handle projects with large budgets. I also had to work extra

hard to show that I could lead a team of diverse people which included men.

Gender inequality in Nigeria is influenced by different cultures and beliefs. According to a report released by the World Economic Forum in 2017, Nigerian women have it tough living in terms of indexes such as economic, educational, health and political opportunities. This report also states that with the current trend, it will take another 217 years to achieve gender parity. This is quite alarming because women make half of the world's working age population and effectively employing these women or giving them the skills to thrive in entrepreneurship will drive a higher standard of living for all of us, and lift millions of individuals and families out of poverty. In most parts of Nigeria, women are considered subordinate to their male counterparts, especially in Northern Nigeria. It is generally believed that women are best suited as home keepers. Women are also denied equal treatment in inheritance rights, human resources development and sustainable economic growth.

According to a McKinsey Global Institute report issued in 2017, if the full potential of women were realized, where women play an identical role in the labour market to that of men, the global GDP will increase by \$28 trillion by 2025. That's the equivalent of the GDP in U.S and China combined. Talent is one of the most essential factors for growth and competitiveness. To build future economies that are both dynamic and inclusive, we must ensure that everyone has equal opportunity. When women and girls are not integrated as both beneficiary and shaper, the global community loses out on skills, ideas and perspectives that are critical for addressing global challenges and harnessing new opportunities.

Giving women the power to thrive in their business, workplace and life begins when girls enjoy quality education as a critical component, especially in developing countries like Nigeria where girls' education is often not a high priority. UNICEF estimates that 63 million girls of school age are out of school and 15 million never set foot inside a classroom. Educating girls breaks the cycle of poverty and creates a ripple effect of opportunity that can influence generations to come. It also shows that educating a girl equates to a 10-20% increase in earning potential income that goes back into her family and community. It is important for us all to work together to unleash the collective power of women everywhere so we can live better lives and at the same time make the world a better place.

### What are you looking forward to in the nearest future?

I look forward to seeing a world void of gender inequality and a place where women can be who they want to be without being restricted by factors such as societal expectations, religious barriers, financial limitations and so on. I look forward to building Africa's first female focused digital bank that makes it easier for women to succeed.

### Why are women challenged in terms of getting funding?

There are a number of issues which have and are contributing to limiting the amount of funding accessible to women-led businesses. As a gender focused organisation, we have seen this sad reality play out several times. Interestingly, it was also a major aspect of conversations at our recently concluded conference which took place in the month of March 2022. Some of the rea-



sons can be summarised into:

1. Women being treated as homogeneous groups. It is not practical to lump women-led businesses into one group and expect that that one size will fit all
2. The reality as at today, when you go to a financial institution to access funding especially loans, the process is tedious. You are literally asked to bring all you have just to show your credibility.
3. The interest rate. Although this is not peculiar to women alone but you understand that for a woman, this is more pronounced as you already have the odds stacked against you by other factors. Adding a high interest rate makes it more difficult. This is why you see a high number of women-led businesses go to unconventional credit lenders.

#### **What can organisations and government do better to support this course?**

Considering the aforementioned, it is clear what the government needs to do.

1. Create female focused funding programs that are addressed at the different categories of female entrepreneurs.
2. Reduce interest rates, present interest rates are high and doesn't support business growth.
3. Increase capacity building programs for female entrepreneurs. This is to balance the quality of women-led businesses that are able to access funding.

You can also read up more when our report is released.

#### **What is it that any woman who wants to access funds need to know?**

- a. Be solving a real problem.
- b. Your business needs to be properly structured and your books in order.
- c. Your business purpose and goal needs to be clear.
- d. Build a solid team.
- e. Work with a financial expert.
- f. Be visible

#### **What mistakes do women make when requesting for loans?**

- a. Not having knowledge of the type of funding they need. You don't need some funding at certain stages of your business
- b. Unstructured business
- c. Working in isolation
- d. Seeking funding like it's a favour

#### **Day never to be forgotten**

Personally, it was the day I found out that my brother died. Business wise, it was the day we raised \$600,000 in 24 hours. It still feels like a movie. We actually got commitment of over \$5,700,000 but we couldn't accept all because we didn't need that much at the time and we didn't want to dilute too much.

#### **Final words**

Keep doing it afraid.



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**I LOOK FORWARD  
TO BUILDING  
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SUCCEED**







# How to Have a Better Relationship with Money

BY GLADYS AGWAI

*“Do not let money run your life. Let money help you run your life better.” John Rampton*

**Y**our mindset around money is your personal set of conscious and subconscious beliefs about money, how and what you think and feel about money along with the impact of your money choices and decisions of scarcity or abundance. A scarcity mindset is a feeling that you will never have enough, and you need to continually strive for more creating anxiety, worry, and feelings of lack. You accumulate wealth from being frugal. However, your shift to spending your money creates a lot of anxiety. An abundance mindset is the feeling of having enough. You appreciate what you have and allow yourself to experience joy. It is a feeling of prosperity versus survival and another's success does not mean less for you. You cannot change what you do not know. Once you understand your mindset and decision-making process around money, it will be easier to spot and get rid of what keeps you from financial independence.

## WHAT KEEPS YOU FROM A BETTER RELATIONSHIP WITH MONEY?

Your emotions around money are related to fear, guilt, shame, and envy. You fear not having enough, looking stupid, being exposed, or humiliated. Your guilt can be based on the negative impact your decisions had on others or having more money than others. You feel shame when you feel you let yourself down or did not live up to your own expectations. You then avoid doing what you know to be right reducing your anxiety in the short term never removing or managing the problem. You must be aware of your emotions and challenge them to ensure you make rational money decisions. Mental health and substance abuse concerns leads to poor judgment, a lack of attentiveness to finances, employment jeopardy and being secretive. Ensure you get the help you need that leads to better judgment.

Every family has its own psychology and stories around mon-

ey, for example, how money is discussed, who controls the money, what money responsibilities are assigned to what gender, how important money is or is not, or a story of ruin from money failures and its generational impact. What is your friend's mindset around money? Pay attention to the mindset and influence of the people around you.

#### WHAT IS YOUR MONEY PERSONALITY TYPE?

According to Ken Honda, author of "Happy Money," you fall into one or more of these money personality types. Identify yours and set a plan to act:

- **Compulsive Saver:** You put away money endlessly, too often with no goal in mind.
- **Compulsive Spender:** You spend money for immediate gratification while hiding what you spent from others.
- **Compulsive Moneymaker:** You believe that doing what it takes to earn as much money as possible is the secret to happiness. You live for accolades from others about your financial success.
- **Indifferent-to-Money:** You feel strongly that money should not influence important decisions in life while living on modest amounts of money to be happy.
- **Saver-Splurger:** You save money, but then give in to impulsive spending. You become stressed and disappointed in yourself for working so hard to save money, only to quickly lose it.
- **Gambler:** The thrill of risk and promise of reward is a pleasure unto itself that you can quickly get lost in.

You borrow against important family and business funds to make up for losses.

- **The Worrier:** You constantly worry that you will lose whatever amount of money you have at any given moment fearing what will happen if you run out of money.

#### HOW CAN YOU MAKE THE MONEY MINDSET SHIFT?

Oprah Winfrey said, "What you focus on expands, and when you focus on the goodness in your life, you create more of it. Opportunities, relationships, even money flowed my way when I learned to be grateful no matter what happened in my life." Make your money shift by:

- Focusing and being grateful for what you have.
- Treating yourself to small luxuries.
- Changing your money script to "How can I afford it?" versus "I cannot afford it."
- Dreaming and visualizing what you want.
- Directing your money without the emotions.
- Seeing money as a tool that you control.
- Investing in your financial literacy.

Now that you have learned about the impact of your money mindset, it is up to you to shift and avoid self-sabotaging your financial stability and life. It takes you deciding, committing, and acting. Start today!

*"Argue for your limitations and, sure enough, they're yours."*  
Richard Bach



Gladys Agwai spent 30 years as a corporate executive leader within IBM in the US, Nigeria, Ghana, and Kenya. Her leadership experiences spanned across multiple functional areas, such as, Sales, Marketing, Financial, and Operations, key industries in Public Sector, Banking, Telecommunications, and Small Medium Enterprises, and cultures. She received multiple top leadership and

sales awards throughout her career. She was sought out for an IBM Executive Loan program where she spent seven years working with the Committee for the Olympic Games with game changing thought leadership on its resource strategy that was implemented for future Olympic games. She is the Founder & CEO of Ignite Within.

Gladys Agwai can be reached at [ignitewithin.org](http://ignitewithin.org).



# Preparing your children to win

DR. AGILITY OBI-IHESIE



The Amadi family were really excited about visiting the George family for the first time. The Georges lived in the coolest part of town in a home that resembled a castle. It had a home cinema, swimming pool, lawn tennis court, mini zoo and a large garden. Even though the Amadis were very comfortable themselves, money get level for this life abeg. They kept talking excitedly about the activities they were going to enjoy, and soon their car rolled to a stop in front of the humongous gate which seemed to open on its own.

Mrs George was waiting for them on the portico to welcome them and the children flew into her arms. She was one of their favourite adults, fun to be with and not annoying at all. The best part was that her children who were in their teens just like them were also cool to hang out with.

“The kids will soon be done with their scheduled activities and they should join us in about 30 minutes”, Mrs George said as she noticed the questioning look on Mrs Amadi’s face. Mrs George came from a family that had retained wealth for several generations yet was so down to earth, easy going, and never tried to flaunt the wealth. Mrs Amadi on the other hand had experienced a lot of lack and suffered while growing up even though she and her husband had now become very comfortable and were building wealth.

One thing Mrs Amadi had promised herself was that her children would not suffer like she did so they were exempted from every chore and waited upon hand and foot. Even the school the kids attended was one that did everything for the students. She believed that now that there was money, her children would get the soft life she did not have.

“What kind of scheduled activities do your children do, in this holiday.

Shouldn’t you just allow them to chill and just enjoy themselves?” Mrs Amadi appeared surprised.

Mrs George knew that this question would come. People were always shocked to find out that her children had specific daily activities; somehow they expected that as ‘wealthy kids’, all they did was ball and chill without any structure. However, that is not how the family had retained wealth across several generations. She remembered how she met her husband.

It was her second year at university and she had been sent to the company the George’s family owned for industrial training during the long holidays. One of the young men in her group who worked on the company floor was the man who would later become her husband. Nobody knew he was a George until a week to the end of the training and people practically fainted when they found out. What was the son of a billionaire doing on the company floor when he practically did not have to work? It was later that she understood what was going on. Anyway, enough with the reminiscing and back to her surprised friend.

“This family has strong work ethics and values which are intentionally inculcated in every generation. You know how easy it is to blow money, it has to be balanced out by everyone understanding how to create the money they desire to blow. So from the age of 10 years the children start going to the factory during the holidays to do 1 or 2 tasks for which they are paid, and they start learning the principles of saving and investing. They also start reading books on wealth creation and personal development so that they learn other skills and ideas beyond ‘chopping life’. My kids have been to the factory today and have 30 minutes left to be done with reading, after which they can knock themselves out with play.”

Mrs Amadi started thinking about her own children. Hmmmm, so if she did not come here, she wouldn’t have known the secret behind their wealth as the Georg-

es money never seems to finish but their empire kept expanding. She thanked Mrs George and decided she too had to start teaching her children these principles when they got home.



Dr Agility Obi-Ihesie (Dr Purejoie) is a Consultant Pathologist, Entrepreneur, Life and Personal growth strategist, and wholesome living advocate. She is the Founder of Dr Purejoie Skincare, a safe ethical skincare brand in Nigeria, and Dr Purejoie Consulting where she helps individuals gain clarity and develop strategies for personal growth, relationships, and healthy wholesome living.

She holds a MBBCh degree from College of Medicine University of Calabar, a FMCPATH Fellowship in Pathology from National Postgraduate Medical College of Nigeria, a Certificate in Project Management in Global Health from University of Washington and a Certificate in Entrepreneurial Management from Enterprise Development Centre, Pan-Atlantic University (CEM51 Class). She can be reached at [agility.obiIhesie@gmail.com](mailto:agility.obiIhesie@gmail.com).



# The 'Issue' with Feminism

AWUNLI EGHOSASERE



**T**his past week, my husband posted an article on feminism that he saw while reading a book. The content was a declaration of feminism that advocated for the ending of the institution of marriage because it has only existed for the benefit of men and was necessary for the liberation of women.

I was shocked because I really did not know the origins of feminism. I believe that the document is not representative of people working to end gender inequality. I believe in the institution of marriage as a Christian, and nothing can change my mind about that. But at the same time, I work to pull down the barriers created by gender stereotyping. I understand that while God made man the head of the institution of marriage, it wasn't intended to be an autocratic leadership style but rather one of servant-based leadership modelled by Christ.

A few days after he sent me the post on feminism, I kindly asked him to help me do the dishes. My second daughter walked into the kitchen and asked: "Mummy, is Daddy helping you wash the plates?" "No darling, he is doing it for the family. We are a family and we support one another," I replied. He turned to my daughter and said, "This is a woman's job, to wash the plates and be in the kitchen. Don't tell your husband to wash the plates. Did you hear me?" I stood quietly waiting for him to finish so I could chip in with my perspective, but while I was planning my speech in my head, he turned to me and said, "Everyone has a duty. A woman has a duty in the home. Don't teach my children feminism."

"Helping out around the house has nothing to do with feminism. This is your

family. If it's a woman's duty to wash plates and all, why do women support men financially in the home? Isn't it traditionally supposed to be a man's duty?" I asked. "We must do everything to overcome gender stereotyping," I said.

To make him see reasons with me, I reminded him of a close relative who reported to his mother in law that his wife had turned him into a house boy because he spent the weekend with his kids while his wife travelled outside the state for official duties. The kids are ages 11, 7 and 4. I asked my husband if that was the kind of man he would want his daughters to marry, a man who cannot make sacrifices for his wife to also advance in her professional life. Besides, the kids are grown and the older one can take care of the siblings. He was just playing a supervisory role. "That one is a traditional mind-set," my husband replied. It saddened me to know that someone thinks spending time with his kids makes him a houseboy.

I also told my husband about the story of a woman I read about. She got married in her final year and because of the final exams and projects, she went for night classes. One day, while reading, a male medical colleague stopped by. Following the pleasantries, he inquired about her future plans now that she is married. "I still intend finishing law school and getting called to the Bar, then youth service and practice." She told him. But he laughed hysterically and said "If I'm your husband, you won't even be here reading like every other single girl. If you can't read at home, then you leave it. And I will never allow my newly wedded wife leave me for a whole year because she wants to attend law school."

My only response to him was, "I hope the woman who marries you looks past your appearance enough to know that you're

just a person who acquired education and not knowledge." The lady replied to her colleague.

The lady also mentioned another female colleague who could only return to law school after graduating in 2004, and the reason is because her husband died. When he was alive, he never allowed her to continue her education.

My husband said "I am not like those men". I said I know but we have work to do. To let men know that women and men are of equal value to God, one another and society.



Awunli Eghosasere is a writing consultant that helps leaders and professionals birth their thoughts and ideas into books. She is also the founder of [hapi-wify.site](http://hapi-wify.site), a digital platform that curates resources to help young women unlock their potential.



# Stand up for what you believe

BY LONGJOHN DEBORAH

**O**ur prime purpose in this life is to help others. And if you can't help them, at least don't hurt them. -Dalai Lama

You're too fat. You eat too much. You need to cut down on what you eat before you become obese. Oh no what happened? Were you sick? You're so skinny. Please eat more. You work too hard. You're always busy. You need to slow down if not you'll break. Do you want to become a billionaire overnight? You're too lazy; just content with where you are and not pressing for more. Your mates are doing so many things and you're just here wasting. What's your talent for if you can't use it to help your family? What kind of child are you that you can't do what others are doing to support their family? Since when has passion paid the bills? All you talk about is this family. Don't you think you need to pause and focus on yourself a bit? You're just here toiling away for a family that doesn't even appreciate your efforts. Take a chill pill my dear, you too deserve some attention.

You're making too much money, you'll scare the men away. How do you expect to get married if all you do is work and as if that's not bad enough, you've made yourself so comfortable that you've forgotten the need to be settled in marriage. You'll be here working and miss out because by the time you realise it, you'd have been too old for marriage. All you think about is marriage. Every man you see is a potential husband. All I hear you say is "I think he's the one." Every man that smiles at you automatically becomes a potential husband. You read too much. Every time book! All you think about is education. Upon all you've achieved academically, you're still pushing for more. Excessive studying and reading is not too good, it makes you a nerd and no one wants to relate with a nerd. You party too much. Life

is not all about fun. Life surely isn't a bed of roses. You need to slow down and be more serious with your life.

Everyone at some point in their life has had someone say some form of negative thing to them. People that either out of love, indifference or hatred have said things that not only hurt but have affected the way we respond to life; perceive responses and reactions and eventually affect our behaviour or attitude towards life - likes and wants.

There's no doubt that there's so much toxicity in the world. A lot of people have been stopped on their tracks. Some had great ambitions as kids but someone somewhere said something that made them coil into themselves and settled for less. Someone somewhere said something that made them question themselves and believed the lies that that someone had to say. Someone somewhere made them believe they were too much and needed to pipe down. Someone somewhere had them thinking "Why push for the peak when you can sit comfortably in the middle row?" Someone somewhere had them thinking "Why struggle to be the best when you can just blend in and do it like others are doing it?" Someone somewhere made them believe that standing out is the slogan for the prideful and humility meant mediocre. They listened to that someone; they believed that somewhere; they stopped because of that someone, and now they're living less of their dreams and themselves because they believed that someone more than they believed in themselves and their dreams.

It's sad that these 'someones' are increasingly everywhere and worse still, some of us are those 'someones.' People just shoot down others all in the name of being concerned. If you can't add to the betterment of others, at least don't reduce what they've built or are trying to build. Advice, counsel, guide but don't judge. Interrogate and even counter ideas, opinions and

decisions but do that in love knowing that there was a reason that person chose to be/do that.

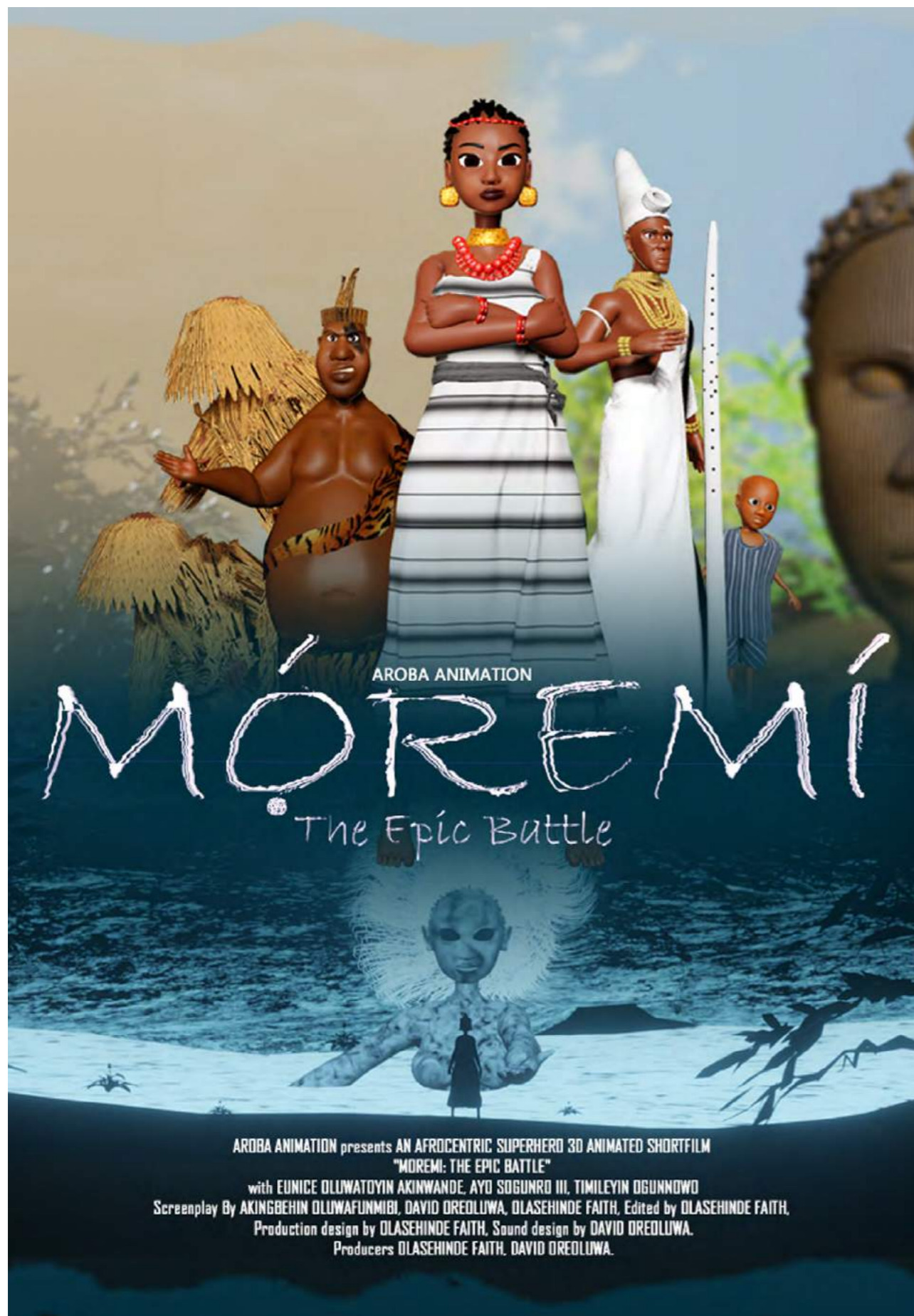
Dear victim of the many 'someones,' before you respond to what others have to say about you, first pause and ask yourself: What do I want? Why did I choose this path? How do I see myself? What's my driving force? Be sure of who you are and be that person unapologetically.

Once you've figured out who you want to be, what you want to do and who you want to become in the future, own it, no matter what the naysayers have to say. Stand up for what you believe and why you believe and be all that you were made to be!



LongJohn Deborah A. is from Bonny, Rivers state. She is a Teen mentor and an Emotional Intelligence enthusiast. She is passionate about the next generation and is always elated whenever she gets any opportunity to share life changing experiences with teenagers. She believes she is blessed to bless others and her greatest goal in life is to live an impactful life and leave a lasting legacy when she exits this world.





# QUEEN MÓREMÍ

DAVID OREOLUWA and FAITH OLASEHINDE  
tell her story through 3D animation

KEMI AJUMOBI

Moremi Ajasoro of the Yoruba kingdom of Ife stands out uniquely. She is one of the most heroic women that ever lived. Her sacrifice is indeed a legacy. Several efforts have been made to retain this icon by naming places after her and erecting monuments in her honour.

She was a legendary Yoruba queen and folk heroine in the Yoruba land region of present-day south-western Nigeria who is said to have assisted in the liberation of the Yoruba kingdom of Ife from the neighbouring Ugbo Kingdom. She was married to Oranmiyan, the son of Oduduwa, the first king of Ife.

Aroba Animation, has however taken to 3-dimensional animation to conserve Moremi by bringing each character to life and complimenting it with sounds that echoes bravery, sacrifice and victory.

Aroba Animation is an Afrocentric animation company that seeks to tell rich and didactic legends through 3D motion pictures infusing the art of storytelling into the heart of three-dimensional computer-generated graphics.

This company is cofounded by two Nigerian creative, Faith Olasehinde and David Oreoluwa.





**OUR CULTURE IS GRADUALLY FADING OUT BECAUSE OUR YOUNGER GENERATION FIND THE WAY IT IS PORTRAYED AS ARCHAIC**

# Faith Olasehinde

Faith Olasehinde was born and raised in Ogun State Nigeria. He is a versatile individual who is knowledgeable in several fields. He speaks both English and French, a tech enthusiast, an agriculturist and an agricultural innovation communicator. He is into music, he is an artist, both digital and traditional, who is also very fascinated with culture. He had always loved art right from childhood which led him to creating a niche for himself in African art. Faith is also an academic coach, he trained over 3000 undergraduates from his year one till date (and counting). He graduated as the best student in his department and college in the Federal University of Agriculture, Abeokuta, where he met with David Oreoluwa who was likeminded. The meeting gave birth to Aroba Animation.

“

**WE CHOSE  
MOREMI TO  
SHOW TO THE  
WORLD THE  
IMPORTANCE OF  
GIVING WOMEN  
A VOICE IN THE  
COMMUNITY AND  
ECONOMY**



# David Oreoluwa

David Oreoluwa, popularly known as Dynamix was born and raised in Oyo state, Nigeria.

He is a man of many talents, which can be clearly seen in the various ventures which he has forayed into before picking 3D animation. He currently is also a director at the Chocolate Africa and classical guitar academy, Africa, a 3D animator, and psychoacoustics expert with the main goal of preserving history and creating employment opportunities. He went into sound production after graduating from Oyo state college of agriculture and technology, after which he ventured into block chain and farming. He met with his co-founder at Aroba Animation, Olasehinde faith and after a comprehensive survey determined to make animation a sector worthy of note in Nigeria and the world generally, going towards the Disney level of animation and still preserving the Yoruba history in everything.





“  
**AROBA'S VISION IS TO PRESERVE HISTORICAL EVENTS IN 3D ANIMATION**

**Why the choice of Moremi?**

Moremi is a very good example of a woman that made history with her sacrifice and courage that we celebrate till today. Her deeds gave insight on how things can be if a woman is given the opportunity to rule.

So many things surrounded our choice of Moremi. Firstly, Aroba's vision is to preserve historical events in 3D animation, presenting them to our generation and those to come, in a way that is acceptable and exciting to see. Our culture is gradually fading out because our younger generation find the way it is portrayed as archaic. Therefore, we took up the challenge to be Africa's Disney.

Another reason is the issue of gender inequality and women brutality going on currently. We chose Moremi to show to the world the importance of giving women a voice in the community and economy.

Lastly, we chose Moremi to tell the girl child that she can always stand up for what is right and strongly believes in.

**The Premiere**

It premiered at OOPL Abeokuta on 29th of April. So far so good, we have been getting a lot of commendations and recommendation on the good work we brought to fruition.

So far, we have the support of some influential individuals like Emmanuel Ikwue, the Director of Visual Arts, and Steven



**WE CHOSE MOREMI TO TELL THE GIRL CHILD THAT SHE CAN ALWAYS STAND UP FOR WHAT IS RIGHT AND STRONGLY BELIEVES IN**

Jobs – CEO TravelOptions.AFRICA. We have had supports in kind also from many people including non-Nigerians.

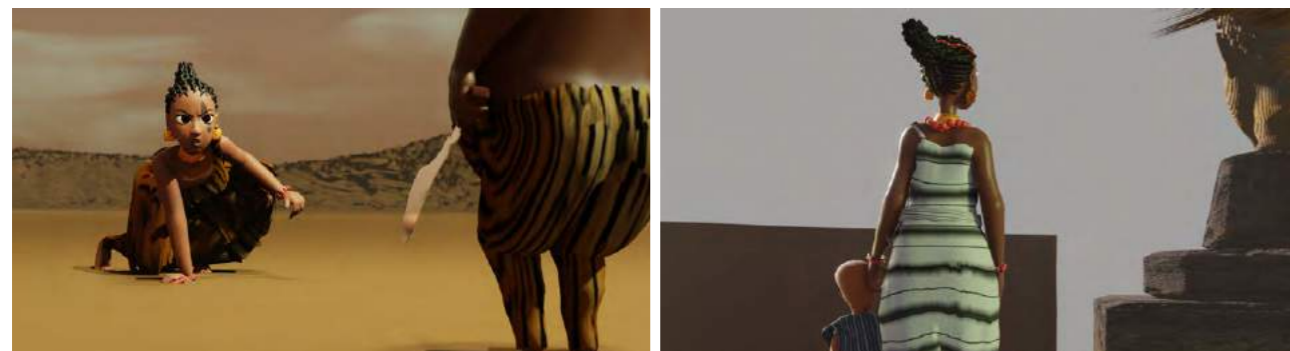
As a matter of fact, Moremi is going out of the boundary of Nigeria to premiere in Atlanta at the Fintech Black Film Festival organised by Imari Oliver.

**Do you plan to go to other parts of Nigeria?**

We plan on going from one part of Nigeria to the other and from school to school, to ensure we plant a seed in the heart of children to see the value in their culture. We are open to sponsors and collaboration as we go on this journey for the rest of this year.

**Where can Moremi be seen?**

For now, Moremi is not in cinema. We hope to run promotions first and then release it to the cinema later this year if the demand is high. In the meantime, we are open to requests to view Moremi at any location. Hopefully, over time, we get to sign deals with the likes of Netflix.



**Why the choice of animation?**

We get a lot of questions on this from individuals. One major way to win the hearts of children and teach them anything is presenting it to them in animation. In fact, many adults now love animations as much as children do.

Animation tells the stories in a unique way because it creates a bridge between our culture that is fading and the foreign culture influencing ours. Presenting our culture in animation makes it unique. There were exhibitions of superhero powers in the short film which many children are very fascinated about today. That can only be done through animation – cartoony or realistic.



**MOREMI WILL BE PREMIERED IN ATLANTA AT THE FINTECH BLACK FILM FESTIVAL ORGANISED BY IMARI OLIVER**

We do have quite a number of African stories being told in 2D animation form, but not with the 3D animation. Animations generally are technical and time consuming, especially the 3D animations which is very rare in Nigeria. Many 3D animation

companies run away from making movies because of its technicalities. So far, only three animation companies in Nigeria have successfully released a film, including Aroba Animation.

Generally speaking, the major challenges animation companies face in Nigeria is funding. We have the technical know-how, the skills and everything needed, but no funding as many investors don't see the future in animation. Truthfully speaking, Project Moremi has no investment from outside the company, the funding was done in-house by the Co-founders.



**What informed your choice of the characters chosen to do the different roles?**

For the character designs, we made quite a number of researches on the major individuals that played roles in the historical event. We checked for references and sought-after old people to learn more about how things were in those days.

The individuals that played the roles were

young people because they connected more with the idea than older people.

**How has the reception been so far?**

So far, we have been getting calls and views on our platforms, including commendations, recommendations and ideas on how to do better, and a lot more.

Generally speaking, the idea we communicated in the short film has been received well by people we come in contact with. We hope to cover more grounds with time.

**What impact do you hope it achieves?**

We hope it plants a seed in the hearts of our young generation to stand for what is right and learn to love others sacrificially. We hope it also rings in the hearts of everyone how things can be if gender equality and inclusion prevails. Finally, we hope it encourages a girl-child to dare to be different.

**Final words**

The short film might not be as perfect as Disney's, but there is always a first time for everything. Aroba is just one year old, but we are glad that we have successfully written our names in history of 3D animation in Nigeria and we are not stopping there. We have learnt our mistakes and noted them. We grow as we go and we are coming back with more historical 3D animations. Watch Out!





# Kemi and Oscar's love story!

## Tweets FROM TWITTER STREETS


Kemi Adetiba recently tied the knot with her Ghanaian lover Oscar Heman-Ackah. Themed #Undeniably-Yours2022, many have described it was an unscripted Wedding Party Part 3. It was a colourful occasion and we bring you tweets on comments about their union.

**#GettalkingwithEsther** @Esthe... · 4d  
Dear **Kemi Adetiba**, you deserve all the happiness in the world. Thanks for this unconventional bridal gele. 🥰

Such a simple and classy looking bride.



**Teegans** @Fieer\_cee · 4d  
I really expected **Kemi Adetiba** to be easy dressed on her big day. from my perception of her personality I would think she no like stress BUTTTTT that gele is GeLeINGGGG! Damn!!! 🥰🥰🥰  
A true African goddess



**The Billionaire Tailor** @IAMMrM... · 4d  
Rita Dominic and **Kemi Adetiba** both getting married this week is all the conviction you need to know that this love thing happens at it's own time.

Live and love yourself.

Love will find it's way at the perfect time.

**Oluwatosin Selomeh Ogunlana** ... · 4d  
I hate seeing these tweets

**KEMI ADETIBA DID NOT MARRY LATE**  
**RITA DOMINIC DID NOT MARRY LATE**  
**THEIR HUSBANDS DID NOT MARRY LATE**

Everyone is doing their thing at the perfect time. Nobody is last, late, or first in the race of life. This race is individual, you are your competition


**Chukwudera** @martinsanumene  
Kemi Adetiba did not share aseobi because Sola Sobowale must have said in Eniola Salami's voice "I'd stand at the gate, they go hard or they go home!"  
#UndeniablyYours2022

**Teegans** @Fieer\_cee · 4d  
The bond between **kemi Adetiba** and Aunty Sola is one of the most beautiful things I've seen in a while

**The Radical Feminist** @Agwabuo · 4d  
**Kemi Adetiba** & Rita Dominic is a clear definition of women who know their worth stick to quality

Their partners will show you that as a woman in your 20s, marriage should be d last thing on ur list

Pursue ur purpose, make money, lots of it, then settle if I wish. It's ur choice



**Rayo Kasali** @RayoKasali · 4d  
In case you're wondering who **Kemi Adetiba's** prince charming is...

He is Oscar Herman-Acker the genius music maestro "Oscar" you hear Simi say in her songs.

He's also an advertising Wizard, he produced most of those Airtel Ads.

Genius x Genius... Ain't nothing better.



**Bestlady Post & Weddings** @Be... · 4d  
Sola Sobowale, Banky W and his wife Adesua Etomi, were present at **Kemi Adetiba's** wedding. Recall they all worked together in the film, "The Wedding Party"



**Fatimah Yusuf** @fatee\_ys · 3d  
**Kemi Adetiba** got married and Feminist suddenly start dropping motivation quotes, yes i believe in being your own person before becoming someone's wife. But you need to stop preaching that getting married in your 20's is wrong or you can't make the right choice in your 20's

**Omidan** @OmidanLingerie · 4d  
The life lessons **Kemi Adetiba** got from her mum, who she described as a tiger, must have shaped who she is today. Tuale for our own multi award-winning director Kemi and Oscar Heman-Ackah

Love is a beautiful thing ❤️❤️❤️




**OSG** @OloriSupergal · 4d  
One may think Sola sobowale is **Kemi Adetiba's** mum. The genuine joy and happiness she has for Kemi transcend beyond colleagues in the industry.

@sharonooja (Instagram?)



**Naija** @Naija\_PR · 1d  
I wanted my 'Satellite Dish' Gele to be unforgettable — **Kemi Adetiba**, Film maker





**OMOTAYO Of Lagos** @Tee\_C... · 4d  
 People have started using Rita Dominic and **Kemi Adetiba** to set standard on when to get married, when will you people stop using people's clock to calculate your moves in life? There are lot of women out there who married early and are doing so well in their career and marriage

20 97 416

Show this thread

**Omowumi\_** @Omoowumi\_ · 4d  
**Kemi Adetiba** literally said 'no aso-ebi', just show up looking good.

**OLAMIDE** @Mellami\_ · 4d  
 I won't be Suprise if I see future brides copying this **kemi adetiba** gele. Auntu kemi killed it 🙌.

Dressing✔️  
 Makeup✔️  
 Beads✔️



**Oluwatomiwa** @O\_luwa... · 4d  
 I think Sola Sobowale and **Kemi Adetiba**'s friendship transcends colleagues in the industry, that woman must have played the role of elder sis, confidante, prayer partner, even mother at some point in her life, reason they're that close. 🥰

Great friendships ❤️

2 37 540

**Tosin Taylor** @Itstosintaylor · 4d  
 Whoever Tied this gele, has PHD in gele tying 🙌🙌🙌🙌🙌🙌

Happy Married Life **Kemi Adetiba** 😊



**Big Uncle** @Usmanashafe · 20 Apr  
 Pressure has nothing on **Kemi Adetiba** and Rita Dominic

They are doing it on their term and time

2 15 157

**Lababa Master** @Buchi\_L... · 3d  
 Sola Sobowale talking about **Kemi Adetiba**!!  
 It's real real real Love ❤️❤️



**The Hair Plug** @Msmenacious · 4d  
 One would think Sola Sobowale is **kemi Adetiba**'s mother. Their bond is so beautiful..

2 14 168


**OneJob...** @OneJob... · 4d  
 The real wedding party! Congratulations **Kemi Adetiba** and Oscar 🥰🥰🥰



**Tee** @VillageGirl\_ · 3d  
 I'm tired of the think pieces about Rita Dominic and **Kemi Adetiba** getting married at x/y ages. Especially from people who have absolutely no clue what informed their decision.

There's no teachable moment or moral lesson here. Two women got married at age x and y. End of. Period.

**Chukwudéra** @martinsanum... · 4d  
 Madam Kofo crawled so **Kemi Adetiba** could fly! ❤️❤️

**Oróngódó** @iyebiye · 3d  
 As I grow older, I want to show up for people with the intensity Sola Sobowale showed up for **Kemi Adetiba**

3 29

**Legit.ng | Leading the way** @... · 4d  
 Nigerian filmmaker **Kemi Adetiba** got married to her Ghanaian beau, Oscar Heman-Ackah at a very beautiful ceremony.

The event was stormed by top Nigerian and Ghanaian stars as they partied hard with the couple and videos have made the rounds online. 🥰



**Africa Entertainment TV** @afric... · 4d  
 Love is beautiful 🥰🥰

**Kemi Adetiba** and her husband Oscar having a dance off as they rock their 3rd outfit look for the day 🥰🥰

#kemiadetiba  
 #UndeniablyYours2022  
 #kemigotanoscar



**Treat-P The T-shirt Seller (plai...** · 4d  
 This **Kemi Adetiba** wedding, e be like say na Oba(Sola sobowale) be the CBM 🤔🤔

I love her energy!!!

3 36 127

**Prisca** @prissypa · 4d  
 Her happiness is so contagious, she's glowing.

**Kemi Adetiba** deserves ❤️

3 16

**Lamiposi** @AlukoDoyin · 4d  
 I love how **Kemi Adetiba**'s wedding theme is wear whatever you have and look good...

It's beautiful to see the splash of colors ❤️

**Madam President (Conqueror)** @LauraofLagos  
 Auntu Sola Sobowale did mother of the day , chief bridesmaid , flower girl , auntu of the day. **Kemi Adetiba** won Gold when she met that woman. I really love friendships like that. Unconventional but so damn sweet and genuine. Auntu Sola loves her. She's so passionate.

**bulletproof#BitterFeminist. M...** · 4d  
**Kemi Adetiba** is a beautiful bride. I love her dress .



**Queen Of Kuvuki** @Queen... · 3d  
 All of you giving moral lessons on top Rita Dominic and **Kemi Adetiba**'s wedding do you really think they planned to get married in their 40s? Lmao! 😂 Please just be happy for them and move abeg and if you want to marry at 55 go ahead and spare us those dumb takes.

5 16 120

**Emperor of Lagos** @Mayviala... · 3d  
**Kemi Adetiba** (Producer of King of Boys) wedding was such a glamorous one, no 2M aso ebi, everyone looks lovely with their preferred wears ..



# #Undeni- ably Yours 2022

Women in gorgeous outfits  
who attended 'The Wedding  
Party' Of Kemi Adetiba & Os-  
car Herman-Ackah

















KO | KO  
OS









☉ | KOLA OSHALUSI













*Tobimages*

































# MEALS TO ENJOY

By ImmaculateBites

# Braised Beef Neck Bones



**B**raised Beef Neck Bones are richly flavoured beef with fall-apart tenderness. They are pan-seared and slow-cooked in a pool of luscious wine-infused broth to achieve its mouth-watering goodness. Truly a comforting meal perfect for the whole family. Especially when you pair it with mashed potatoes, fried rice, or egg noodles.

## INGREDIENTS

- 3-4 pounds or 1361-1814 grams beef neck bones, cut into medium to large chunks
- salt and pepper, to taste
- canola oil, for searing
- 1 ½ cup yellow onion, sliced
- 3 cloves fresh garlic, thinly sliced
- ¼ cup or 2 ounces tomato paste, about half a small can
- ½ cup or 4 ounces dry red wine
- 1 cup or 8 ounces beef stock
- 1 tablespoon fresh thyme

## INSTRUCTIONS

- While oven pre-heats, season neck bones generously with salt & pepper, working in batches, sear the beef in a large Dutch oven on medium-high, using about 2-3 tablespoon of oil to coat bottom.
- After all beef is seared and reserved, add another tablespoon of oil to pan and sauté the onion for about 5 minutes then add the garlic and tomato paste. Continue to cook for another 10 minutes stirring constantly.
- Add the red wine, beef stock, and thyme to the Dutch oven and scrape any browned bits off the bottom and cook for 5 minutes.
- Add the reserved beef back to the Dutch oven and stir to make sure at least 75% is covered by braising liquid and bring to a simmer.
- Cover the pot and braise in the oven for about 2 ½ – 3 hours.
- Serve over mashed potatoes or but-

tered egg noodles and enjoy!

## TIPS & NOTES:

- Don't skip the searing part. Searing the meat makes our meat more flavourful and juicy. Because it traps all the moisture inside.
- Make sure that the beef neck bones are submerged in braising liquid to ensure tenderness.
- Have patience. We need to cook our braised beef low and slow about 2-3 hours to achieve its fall-off-the-bone tenderness.
- No oven? No problem! Just use a deep pot to accommodate all the beef neck bones and braising liquid and follow the steps 1-5. Then let it simmer on low heat for 2-3 hours, covered. Stirring occasionally to prevent scorching at the bottom of the pan. You may add a slurry if the sauce becomes too thin.
- Please keep in mind that the nutritional information is a rough estimate and can vary significantly based on the products used in the recipe.





# Cranberry Orange Bread

**C**ranberries are beautifully tangy, not too sweet, and always look gorgeous. They're also the perfect ingredient for a colourful homemade loaf of quick bread. Together with the sweet scent of oranges, you're in for a festive treat that's just perfect with coffee or tea! So treat yourself to my cranberry orange bread.

## INGREDIENTS

- ½ cup (75 g) sour cream or Greek yogurt
- ½ cup (75 g) butter, melted
- ½ cup (125 ml) orange juice
- 2 large eggs, beaten
- 1 teaspoon (4 g) vanilla extract
- 1 cup (200 g) sugar
- 2 ¼ cup (281 g) flour
- 1½ teaspoon (6 g) baking powder
- ½ teaspoon (2) baking soda
- Zest from 1 large orange
- ¾ teaspoon (3.75g) salt
- 1 cup (100 g) cranberries, chopped
- ½ cup (50 g) almonds or pecans, chopped

## INSTRUCTIONS

- Preheat the oven to 350 /177 . Spray a 9x5 loaf pan with baking spray. Set aside.
- Combine the Greek yogurt, melted butter, orange juice, eggs, vanilla, and sugar in a large mixing bowl. Whip on medium speed for a few minutes until the eggs are completely incorporated.
- Combine the dry ingredients—flour, baking powder, soda, orange zest, and salt in a separate bowl. Then sift the dry in-



redients into the batter, mixing it on medium speed for around 30-60 seconds, or just until the flour is incorporated. Do not overmix the batter.

- Next, fold in fresh cranberries and almonds until thoroughly combined.

- Pour the cranberry orange batter into a greased loaf pan and bake in the preheated oven for 50-60 minutes or until an inserted toothpick comes out clean; the sides will be a rich, golden brown colour. Take the bread from the oven when it's done and cool on a wire rack for about 30 minutes.

- For a super easy orange glaze, juice the large orange used earlier for the orange zest. Put 3-4 tablespoons into a mixing bowl and add the confectioner's sugar. Then whisk in the orange zest until a smooth glaze forms. If you'd like a thicker glaze, add more sugar; for a thinner glaze, add more orange juice.

- Drizzle the prepared glaze over the cooled cranberry loaf. You can store it well-wrapped in plastic at room temperature.

## TIPS & NOTES

- Make a Glaze – Make a zesty orange glaze to top the cranberry orange bread. It's as easy as combining confectioners' sugar with orange juice and zest, and it's so indulgent!

- Preheat – Preheat that oven because that's how you get perfectly baked bread with a golden crust. Yum! Light the oven about 15 minutes before baking.

- Don't over mix – Batters like this one are delicate, don't over mix them, or you'll get a chewy bread instead of a tender one.

- One at a Time – Add the eggs one at a time and scrape the batter in the sides of the bowl to make sure everything is well incorporated.

- Please keep in mind that the nutritional information is a rough estimate and can vary significantly based on the products used in the recipe.



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