

KANING'INA

MAGAZINE

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**UNILIA'S 18TH
CONGREGATION**

**EXPERTS CHALLENGE
REPORT ON MALAWIAN MEDICINE**

TURNING TRASH
INTO TREASURE

TELLING AFRICAN STORIES
THROUGH ART



Welcome to Kaning'ina Magazine!

Dear readers,

It is with great excitement that we welcome you to the latest edition of Kaning'ina Magazine, a platform where we illuminate the voices, creativity, and ideas of the vibrant students community at the University of Livingstonia, Kaning'ina Campus. As a student-driven magazine, our mission is to inform, entertain, and inspire by covering a wide array of topics that matter most to you — from health and national affairs to business and entertainment.

This edition highlights not only important issues but also showcases the incredible talents and stories of our university community. We are committed to providing balanced and engaging content that reflects both our local and global realities.

Thank you for your continued support, and we hope you find this edition insightful and enriching. Together, let us make Kaning'ina Magazine a true voice for the students, by the students.

Warm regards,

Kaning'ina Magazine Team

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CONTENTS

Council And Vendors At Odds: Mzuzu Faces Challenges In Curb- ing Illegal Vending



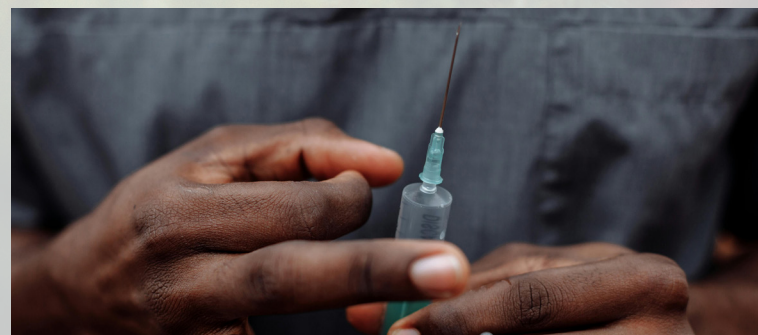
Beyond The Bedroom: Deadly Pursuit Of Sexual Enhancement



Turning Trash Into Treasure:local Youth Tackles Pollution



Expert Challenges Report On Malawian Medicine





COUNCIL AND VENDORS AT ODDS: MZUZU FACES CHALLENGES IN CURBING ILLEGAL VENDING

BY TOWERA KUMWENDA

Mzuzu City Council officials say it remains a challenge to remove vendors from illegal spots in the city, as many return to the same locations despite numerous patrols.

Mzuzu City Council spokesperson McDonald Gondwe says the council has been unsuccessful in all its attempts to relocate the vendors and, as a result, they are now seeking a permanent solution by engaging directly with the vendors.

“As regards to street vending, it is indeed a major challenge for us, one may just wake up and say I need to start my business in the city. Of late we haven’t been embarking on what we call relocation exercise because we noted that these interventions were not yielding results. What we have noted is that some people are not afraid of our interventions, they are not afraid of the law” Said Gondwe

Mzuzu City has three markets: Main Market, Zigwagwa Market, and Ndata Market (also known as the Flea Market).

Despite available space, some vendors prefer selling in unapproved areas.

The council has over the years tried to move them to Ndata Market which was opened in 2014, but many

vendors refuse because they feel it’s too far and bad for business.

Adam Ascot, a groceries seller, said the outside market is more profitable since it’s in a central location.

“Where the council wants us to go, business doesn’t work very well. We would want to be placed at a better market that would help us boost our business as we are not satisfied with the markets, they give us. Here we sale one carton of Azam a day, while at Ndata market it would take us 3-4 days,” said Ascot. Another Jane Soko who is a potato vendor, said it would be better if the council expanded the main market to fit more vendors, rather than forcing them to move to other markets.

Said Soko “If they want us to move then everyone must move. We want the council to add the market and open it to those of us trading outside. They can just add a shade that will help us deal with the weather, but we want to stay outside the market”. Meanwhile, Master Katete, the Vice Secretary for the central market, said that although vendors outside the market affect the businesses inside, the council should find a solution that won’t hurt anyone, especially considering the country’s financial challenges.



“The council needs to do serious research to find why people are still trading outside the market. The council should find a way to help our friends outside the market because they are our friends. When business gets hard inside the market, some go outside to even trade. Its not a lot but some still do” Said Katete After speaking with some vendors operating at Chiyaleyale Market, which is located outside Mzuzu’s central market, it has become clear that the vendors are looking for a practical solution.

Mzuzu Council’s spokesperson Mcdonald Gondwe said the council plans on consulting the vendors so as to find a permanent solution moving forward. Said Gondwe “We know trying to force them out of the streets has not been successful in the past that’s why we want to bring them on board to be part of the planning table on how best we can work together, as one unit”

The vendors who trade outside Mzuzu’s main mar-

ket sell various goods, including groceries, charcoal, food items, and shoes.



Malawi Journalists face Challenges in the Age of Social Media Era



By John Kamanga

In Malawi, the rise of social media has transformed the way journalists share information, offering the speed and reach. However, this digital evolution has also unleashed challenges, threatening the very fabric of journalism.

From facilitating the spread of fake news and misinformation to undermining the credibility and gatekeeping role of journalist, the advancements in social media have presented a double-edged sword for those in the field.

Feston Malekezo, chairperson for Nyika Media Club said, “Social media has come with various opportunities and challenges. Mainstream media

house have become point of reference or where authentication is made as running projects like investigative or exclusive is becoming problematic because journalist tend to always follow on the wave of social media.”

“It is going away with some trust people tend to have with the media, where some quarters believe anything that is laid on social media, Malekezo said”.

He further said that journalists can take steps to adapt and thrive in an increasingly digital and social media driven news landscape by verifying the information, be objective, read extensive and be up date as news values, ethics and principals have not changed.

With the rising Social media it has posed threat to journalism as a professional as different people post their stories online without journalists professionally acts on it leading to the spread of misinformation. Grant Mhango, a journalist from Malawi broadcasting station (MBC) said, “Social media has negatively affected journalism as a profession”.

“Negatively affected the journalism as people at times feel not sure who is true on the stories as they write to break not to inform. They have also brought in a lot of lies as they write whatever they can without following the code of ethics, he lamented”.

However, he added that the media sector had already adopted in the social media driven news landscape.

“The media sector has already shifted to the adoption of social media as they have online platforms to help move on the same pace with social media platforms which also puts them on the wrong foot as people edit stories and portraying them as force”.

Alinafe Sambo, a Journalist from AfricaBrief said that the fast rising of social media journalist should also adapt to the new technologies.

“Journalists should open to learning and adopting



new technologies that can enhance their reporting and storytelling capabilities. They should keep up-to-date on emerging tool and platforms that can help them produce high-quality content efficiently, she said”.

According to Social Media Influencer William Shumba said that personally he has been affected by the spread of fake news through social media.

“I have been the victim of fake stories, particularly those relating to opportunities such as job offers and scholarship. Now, I am more vigilant about social media cues pointing to trusted news sources and links from reputable social media platforms and websites, he said”.

He further said that most journalist and reporters conduct themselves ethically. Social media distortion is a consequence of the current age where everyone is perceived as a reporter or journalist. If government regulators are more willing and attentive to enforce responsible media reporting, he firmly believe that a significant change can occur in the media landscape in terms of news accuracy. Commenting on the issue, a lecture from Malawi Institute of Journalism, Jonathan Jere said that

journalist face a lot of challenges in navigating the rapidly evolving landscape of social media in their profession.

“Challenges are that journalists are in competition with non-journalists in doing journalism job now. Lack of barrier to who should get to the public with information erodes the pride of journalists they had enjoyed for years.

“In past journalists depended on eyewitness to get information to the public. Now eyewitness have become journalists giving information to the people who used to be audience of journalists, he said He added that Journalism nowadays appears to be of those with multi skilled mind.

“They have to be connected so as to be everywhere in real time if need be. This could help the person in getting new information not history. Creativity in story telling is must as well. Since everybody can tell a story, only those with unique approach and unique focus on issues will captivate social media audience.”



Shaping Futures: The Inspirational Journey of Yamikani Mwayi

By Stanley Nkhoma

In the heart of Malawi, amidst the challenges and adversities, shines a beacon of hope and inspiration: Yamikani Mwayi. Born into a less privileged home, Yamikani's early life was marked by daily struggles and limited opportunities. But it was a transformative turn of events that set the stage for her remarkable journey.

Yamikani's life took a pivotal turn when she was taken in by Rafiki Christian Classical School. This institution provided not only education but also a holistic foundation that would shape Yamikani's future. "Through this support, I came to realize the significant impact that the right environment and mentorship can have on a young person's potential," Yamikani reflects.

As she grew, Yamikani noticed a glaring gap in how talent is nurtured in her country. Many children with incredible abilities went unnoticed and undeveloped due to a lack of recognition and opportunities. This

realization ignited a passion within Yamikani to take action.

Driven by her experiences, Yamikani founded Dream Builders, an organization dedicated to identifying and nurturing talent, especially among underprivileged children. "Our primary mission is to empower children and youth by providing platforms that recognize, nurture, and develop their talents," Yamikani explains. Dream Builders aims to bridge the gap in opportunities, ensuring that every child, regardless of their background, has a chance to realize their full potential.

In the short term, Dream Builders focuses on expanding its reach to more communities, enhancing talent identification programs, and securing partnerships. The long-term vision is to build talent hubs across the region, offering continuous support and growth opportunities for young people.

Dream Builders' key initiatives include talent discovery camps, mentorship programs, and skill de-



velopment workshops. These programs are designed to provide children with exposure, coaching, and resources that they wouldn't have access to otherwise. "We've seen children who were once shy and withdrawn blossom into confident performers, athletes, and scholars," Yamikani proudly shares. The impact of Dream Builders is measured by the lives transformed: children who go from being overlooked to recognized for their talents, gaining confidence, and ultimately using their gifts to better themselves and their communities.

Despite the successes, Dream Builders faces significant challenges, primarily in the form of resource and funding limitations. Societal attitudes that undervalue talent, focusing more on traditional academic achievements, also pose a challenge. To overcome these hurdles, Yamikani and her team have built strategic partnerships and worked closely with local communities to shift perceptions. "We

emphasize that talent, whether in arts, sports, or academics, is a valuable asset that can lead to various career paths and contribute to personal development," Yamikani asserts.

Additional funding, more volunteer experts, and greater community engagement are key resources that would help further their mission. Engaging the local community is essential to Dream Builders' work. Parents, educators, and local leaders are actively involved in the programs, creating a support network for the children. Collaborations with schools, other nonprofits, and local businesses have been instrumental in providing resources, expertise, and visibility.

"Individuals and organizations can support us through donations, volunteering, or by helping to spread the word about our mission. Every contribution helps us reach more children and make a bigger

difference,” Yamikani urges.

Looking ahead, Yamikani aims to expand operations, reach more communities, and create sustainable talent development programs that can be replicated in other regions. Specialized training centers focused on different areas of talent are also in the plans, ensuring that every child can find their niche.

As Yamikani reflects on the broader landscape of child welfare in Africa, she sees a growing recognition of the need to invest in the holistic development of young people. This includes not just academic achievement, but also talent development, life skills, and emotional well-being.

For anyone looking to start similar initiatives, Yamikani advises focusing on building strong relationships within the community, being adaptable, and staying true to the mission. “The impact may not always be immediate, but consistency and passion will eventually yield positive results,” she encourages.

“The most rewarding part of this journey has been witnessing the transformation in children who were once overlooked. Seeing them discover their potential and grow into confident individuals is an indescribable joy,” Yamikani reflects with a smile.

Her work with Dream Builders has taught her the power of community, perseverance, and faith. It has deepened her sense of purpose and strengthened her belief that every child, regardless of where they come from, deserves a chance to shine.

Yamikani Mwayi’s story is a testament to the transformative power of support, opportunity, and unwavering determination. Through Dream Builders, she is not only shaping futures but also

creating a legacy of hope and empowerment.





CSAT Trains Community Journalists in Mzuzu to Promote Accountability

By Gift Phiri

The Centre for Social Accountability and Transparency (CSAT) conducted a training session for community journalists in Mzuzu, aimed at enhancing their ability to monitor and report on government activities. The initiative is part of the Access to Information (ATI) Parliamentary Support Program, which seeks to build the capacity of grassroots stakeholders.

CSAT's Citizen Engagement Manager, Moffat Phiri, explained that the goal of the program is to empower Malawians to demand greater accountability from their leaders. He emphasized the importance of enabling local citizens to question suspicious activities and actions by government officials, ultimately fostering a more transparent and effective parliamentary system.

Joseph Mwale, a representative from mainstream media, urged the community journalists to be more diligent in scrutinizing government documents, such as financial statements and budget reports, to ensure that public funds are not mis-

used. "Community journalists need to closely monitor these documents to prevent funds intended for local development from being misappropriated by MPs," Mwale remarked.

One of the journalists, Gift Jere, shared his positive experience from the training, noting that it had significantly improved his understanding of his role in holding those in power accountable.

"The training has been invaluable in teaching me how to enhance my reporting and ensure that I follow up on developments in my community, bringing important issues to public attention," Jere said.

The training is part of a broader effort to empower communities in the lead-up to the 2025 general elections, with the aim of fostering stronger and more accountable parliamentary representation across Malawi.

SYNOD OF LIVINGSTONIA BACKS WOMEN'S EMPOWER- MENT TO TACKLE GBV

By Clement Banda & Taonga Paulosi Sibande

The Church of Central African Presbyterian (CCAP), Synod of Livingstonia, has called for increased empowerment of women in governing positions in both public and private sectors as one way of deterring gender-based violence. According to the Synod's General Secretary, William Tembo, women are the majority of victims of gender-based violence. Hence, giving them various governing positions can make a huge impact as other women will be able to open up about various issues they are facing.

In an exclusive interview, the General Secretary Tembo, said the church is fully committed to mitigating gender-based violence through preaching love and giving women ministerial positions, among other measures. He also mentioned that the church has granted various positions to women in institutions like its schools and hospitals.

"There is neither Jew nor Gentile, neither slave nor free, nor is there male and female, for you are all one in Christ Jesus (Galatians 3:28). As the scriptures demand us to love one another, we should emulate the love of God by treating one another with compassionate," he said. Meanwhile, gender activist Linda Phiri has commended the Synod's efforts in promoting equality and called for collective action among stakeholders with the aim of addressing the

issues from various angles.

"We have to engage various stakeholders in the fight against gender-based violence. As cases of gender-based violence are on the rise in our country, regardless of various initiatives aimed at combating GBV, we should engage political leaders, traditional leaders, as well as religious leaders so that we look into issues holistically to mitigate them from various roots," she said.

However, in Malawi, several organizations are actively advocating against gender-based violence, including UN Women Malawi, UNICEF Malawi, the Women's Peace and Humanitarian Fund (WPHF), the Spotlight Initiative, the Life Concern Organization (LCO), Partners in Action for Sustainable Development (PASD), the Centre for Civil Society Strengthening (CCSS), the Foundation for Rural Development, and Purple Innovation.



TURNING TRASH INTO TREASURE

Local Youth Tackles Pollution

By Alinafe Jonasi



In a bid to combat environmental pollution, an innovative project called “waste management” has been established in Mzuzu. The initiative, started by a 26-year-old Alinafe Velemu, aims to create a community-based waste recycling team that enables people to make money from waste while promoting sustainability.

The project collects waste from public places and through community and school clean-up campaigns and also buys the resources from the society through door-to-door, then recycles them into useful products. The types of waste collected include plastic, degradable waste and more. What's remarkable is that the project uses local materials without relying on machines.

The products made from recycled waste are diverse and useful. They include learning materials donated to schools, plastic bricks, plates, cutting boards and arts materials. Additionally, fire briquettes and drawing boards are made from degradable waste, while wonder bags for cooking

are crafted from tailoring workshop waste. In addition to that, tables made from plastic waste and plastic sheets.

In his statement, Velemu said, “I started this project to tackle environmental pollution and create opportunities for my community. I'm proud of what we've achieved so far, and I look forward to expanding our impact.”

Despite the project's success, challenges remain. Transportation of collected waste and access to standard materials for recycling are significant hurdles. However, the project's impact on the community is undeniable. It has reduced waste, and promoted sustainability.

“Imagine where I buy plastic waste, those women are always pleading with me to just buy them to be supplying these wastes, not me going for them, isn't this part of funding their daily income?” said Velemu.

UNIVERSITY OF LIVINGSTONIA

18TH CONGREGATION

The University of Livingstonia held its 18th Congregation on 18th October 2024, a momentous occasion that saw 1036 graduates from various faculties celebrate their academic achievements.



MZUZU STADIUM



The event, held under the theme “Actualizing Worthy Creation and a Moral Society through Transformative Education”, showcased the university’s commitment to producing skilled professionals ready to contribute to Malawi’s development. Dignitaries, faculty, and families gathered to honor the graduates’ hard work and dedication.



Beyond the Bedroom: Deadly Pursuit of Sexual Enhancement

BY HASTINGS YOBE

The pursuit of sexual satisfaction has become a matter of life and death in Malawi. Men are risking their lives to reclaim their reputation and satisfy their partners. The promise of a good time with the latest and powerful drugs has led many down a dangerous path, with some even trending on social media after collapsing while on duty.

Many men rely on sexual enhancement drugs to strengthen their performance, believing they will last longer and play more rounds, becoming the “king of the match” at the end of the game. However, these drugs and herbals come with risks, including long duration, pleasure, and stamina for the bedroom, but also potentially fatal side effects.

The story of Ngozo, who died after using Viagra, is a tragic reminder of the dangers of these substances. Despite previous experiences, Ngozo decided to buy Viagra for better action during a weekend with his girlfriend. Things were going as planned, but along the way, Ngozo lost control, his blood pressure skyrocketed, and he fainted,

never to recover.

Such stories are common in Malawi, where men seek to experiment with sexual enhancement drugs and herbals to improve their bedroom time and please their partners. But what drives this behavior? According to experts, erectile dysfunction is not necessarily an issue of concern, but having such a problem regularly causes stress, affects self-confidence, and may contribute to relationship and marital problems.

Men opt for meds or herbs believing they will cure their problems, but this can lead to serious side effects and even death. Viagra, a trade name for Sildenafil, is used to treat erectile dysfunction but is often abused with beliefs it improves libido, sexual performance, or increases male organ size.

Rodwell Gundo, a lecturer in medical and surgical nursing, in his article titled ‘on illicit use of viagra’ attributes most causes of ED to stress, medication, or diseases like diabetes. He emphasizes the need for proper diagnosis and treatment, citing various options, including counseling, stress management, and diet modification.

“Men should also understand that there are several treatment options for erectile dysfunction depending on the cause of the problem. Based on the assessment, other options for treatment may include counselling and stress management exercises in case of psychological prob-

lems,

If the problem arises as an effect of medication, then the medical practitioner prescribes an alternative to that medication. For those that experience the problem due to diseases like diabetes, effective measures in addressing the problem include diet modification, medication and exercises,” Gundo wrote.

He then added that health authorities and relevant stakeholders should consider recreational use of Viagra as an emerging health problem in the country.

“The misinformation on the use of Viagra among other drugs coupled with increased access to pornographic material may contribute to high dependency on these pills. It is imperative that the authorities increase public awareness on side effects of the drug and counterfeit products. The sale of this drug from pharmacies should also be closely monitored to prevent non-prescription use,” Gundo further wrote.

Lenard Gama Quality and Assurance Manager at Family Planning Association of Malawi (FPAM) agrees with Gundo stating that the increased exposure to pornographic content among youth and men is the main resulting factor to ED and the increased demand for Viagra among them.

“Men see those pornographic actors performing the sexual act for more than 30 minutes and think that is how it should be done whilst a normal sexual encounter for normal humans is 10 minutes’ maximum and not more than that,” said Gama.

Gama therefore advised the youth and men in particular to refrain from watching pornographic content and also seek medical attention when facing health problems such as Cardiovascular and neurological diseases.

Joseph Josiah, Public Relations Officer for the Pharmacy and Medicines Regulatory Authority, warns against non-prescription use of Sildenafil, citing its interactions with other drugs and potential side effects, including headache, flushing, heartburn, nasal congestion, and impaired vision. Serious adverse effects include priapism, severe drop in blood pressure, heart attack, abnormal heart rhythm, and sudden hearing loss.



“Sildenafil also interacts with other drugs. Viagra is a vasodilator which means it helps in relaxing blood vessels thereby decreasing blood pressure; however, in instances where one is suffering from high blood pressure and is taking medicines for management of blood pressure, taking Viagra in this scenario may end up with excessive blood decrease which will have severe effects that may lead to death,

For example, some antiretroviral drugs, erythromycin, ketoconazole and cimetidine inhibit the breakdown of Sildenafil and this prolongs blood levels of the drug. The effect of this interaction worsens severity of the side effects,” he said.

Josiah further explains that simultaneous use of the drug and some antihypertensive like Propranolol lowers blood pressure, leading to inadequate blood supply to the body’s vital organs including the heart. Its use is, therefore, contraindicated in men taking medication that interact with it, men with diseases affecting the heart, blood vessels, liver, kidneys and some disorders of the eyes.

He then cautioned against the practice of buying the drug from unauthorised dealers saying that the tendency of buying this drug from illegal ‘briefcase’ drug dealers just for recreational use is very dangerous in view of the serious effects that may arise.



He further advised men with erectile dysfunction to consult a medical practitioner for the problem and get the right prescription to avoid the serious side effects of the drug.

“Health authorities and relevant stakeholders should consider recreational use of Viagra as an emerging public health problem in the country,” Josiah cautioned.

Blessings Alfred, a local vendor who sells herbs, advocates for natural remedies like Gondolosi, Chengambwani, and Mkwapukwapu, claiming they have additional health benefits and no side effects. He emphasizes the need to remove misconceptions about these herbs, stating they can treat various diseases beyond sexual purposes.

“Off course these natural herbs provide extra sexual stamina to patients, but there are other benefits that people tend to overlook knowingly or unknowingly such as the fact that herbs such as Gondolosi help in treating heart problems and other problems,

Unlike the drugs that are sold in supermarkets or pharmacies, these herbs do not have side effects and can be taken by any person of any age only that people have to remove the misconception that taking such herbs is for sexual purposes only, a lot of diseases that people are facing in this day and age can be fixed with these herbs,” Said Alfred.

No life should be lost due to pleasure. Malawians need to be informed about erectile dysfunction, its causes, and

the risks associated with sexual enhancement drugs and herbs. Only through proper diagnosis and treatment can lives be saved.

“Health authorities and relevant stakeholders should consider recreational use of Viagra as an emerging public health problem in the country,” Josiah

SOS International Donates Medical Equipment to Support Health Care in Malawi

By Uchindami Msowoya and Mphatso Ngwira

The University of Livingstonia's Kaning'ina Campus has received a shipment of medical equipment from SOS International. In an interview with Dr Rochelle Holm, a representative involved in the project, the medical supplies are expected to play an essential role in both patient care and student training in Malawi's hospitals and universities.

"At the University of Livingstonia, we hope the supplies will support student training and education. For the hospitals, we hope that this contribution will address critical needs, helping to improve patient outcomes and promote healthier communities."

According to Holm the supplies will benefit a variety of partners, including the Malawi University of Science and Technology, the University of Livingstonia, Mzuzu Central Hospital, Queen Elizabeth Central Hospital, and more.

"Each institution involved had the opportunity to identify and select its most critical needs, which SOS International carefully packaged and shipped," Holm said. The shipment took about six months to arrive, and we're very excited about distributing the supplies," Holm added.



On his part, Kaning'ina campus registrar, Reverend Wisdom Mwale, said this initiative is going to be helpful as there is laboratory equipment that can be used at Kaning'ina campus.

"As you know, we have two laboratories, and equipment has always been a challenge," Mwale said.

Apart from helping our students with practicals through laboratory equipment, this initiative is part of marketing our university," Mwale said.

The donation aims to improve health care delivery and support health education across multiple institutions.



Expert Challenges Report on Substandard Medicine in Malawi

By Patience Kapinda

A recent article highlighting the prevalence of substandard and falsified medicines in Africa, including Malawi, has been disputed by a leading expert in the field.

A former professor at the University of Malawi's Pharmacy Department, Professor Dr. Lutz Heide, has challenged the accuracy of the report, citing outdated and flawed methodology.

In a news article on guardian online <https://www.theguardian.com/world/article/2024/aug/04/fifth-of-medicines-africa-substandard-fake-research> one-fifth of medicines in Africa, including Malawi, may be substandard or fake, posing a significant threat to public health, according to a recent research study.

The article reported that Malawi has the highest proportion of substandard and falsified medicines, highlighting a critical issue that demands immediate attention.

The study, conducted by Bahir Dar University in Ethiopia, analysed 27 studies and found that 1,639 out of 7,508 medicine samples failed quality tests.

However, Prof. Heide's research group and others say they have conducted subsequent studies demonstrating better medicine quality in Malawi compared to many African countries.

"We have published several studies showing that medicine quality in Malawi is actually better than in many other African countries," Prof. Heide stated. "Citing only the incorrect, outdated information may unsettle patients and prevent them from seeking life-saving treatment."

Prof. Heide's research, published in reputable scientific journals, contradicts the initial findings.

His studies indicate improved medicine quality in Malawi, contrary to the report's claims.



In an interview, the Pharmacy and Medicines Regulatory Authority (PMRA) Public Relations Officer Joseph Josiah says they have taken note of the concerns in the article published by The Guardian Newspaper and the board is re-examining the methodology used in the 2015 study.

The review, which analysed studies published between 2014 and 2024 from different countries in Africa, referenced a 2015 study by a Malawian researcher at University of Ghana and in his study he reported that Malawi had 88.4% prevalence of poor-quality medicines.

Josiah said PMRA is currently re-examining the methodology used in this 2015 study, as it is the primary source informing the review's findings which have singled out Malawi as among the countries with



highest proportion of the said substandard and falsified medicines as reported by The Guardian newspaper.

“We are taking this step to ensure the accuracy and reliability of the data, as the PMRA is committed to safeguarding public health and maintaining the integrity of the pharmaceutical supply chain in Malawi.

We take these findings seriously and are committed to ensuring the quality and safety of medicines in Malawi,” Josiah said.

He said The PMRA aims to ensure accurate and reliable data, prioritizing public health and maintaining the integrity of Malawi's pharmaceutical supply chain.

ENTERTAINMENT STORIES

STARS BEHIND THE SCENES

BY CLARA WADI

The road to fame may seem glamorous, with bright lights and cheering fans, but it comes with significant challenges. Behind the scenes, artists make numerous sacrifices, meticulously plan their careers, and constantly feel the pressure to maintain their public image. Success in the entertainment industry requires more than just talent; it's a blend of fashion choices that resonate with fans, strategic collaborations that expand reach, and distribution networks that ensure their work reaches a broad audience.

Shaffie Phiri, also known by his stage name Driemo, believes that the essence of the music industry lies in tapping into international markets and collaborating with both local and international artists to boost visibility and credibility. He said:

“As for me right now, the target is to tap into neighboring countries like Zimbabwe, Mozambique, Zambia, and Tanzania. For instance, working with Yo Maps, expanded my audience. It became much easier for Zambians to recognize me.”

I was already known before Yo Maps engaged with my music, but our collaboration helped a lot. The song did well, so the next time I release something, Zambians will say, ‘This is the artist who collaborated with Yo Maps, let’s go listen.’”

Driemo also highlighted challenges in monetizing music distribution platforms like YouTube in Malawi.

“Malawi is not recognized by YouTube, so it’s very hard to earn significant money from our views. We maybe earn 30% of what we could, simply because we are not recognized.” no artist has ever received payment from them. He also mentioned that the Copyright Society of Malawi (COSOMA)

does not provide artists with a proper breakdown of their earnings. Laurent Kwakwala, also known as Mkometsi Kwax, discussed Akometsi’s formula for helping emerging artists achieve fame through data research. He said: We use data-driven insights, utilizing data and analytics to understand audience preferences, listening habits, and demographics.

We hold meetings with our artists to brainstorm ideas based on the data we’ve collected.”

Mkometsi Kwax emphasized the importance of tailoring management approaches to each artist’s unique needs:

“We understand the vision, goals, and strengths of each particular artist, and our

promotional strategies are built around these. We also have a flexible management style and personal circumstances.”

He added that consistent branding, social media engagement, and fan interaction are vital to an artist’s popularity:

“Authenticity resonates with fans. That’s why we push our artists’ brands so that their fans become familiar with them

Direct engagement with fans builds loyalty and keeps them invested in the artist’s journey. Live chats, question & answer sessions on Facebook or TikTok, and exclusive content create a sense of community.” Trending Afrobeat artist Merchah shared some strategies people use to gain popularity among fans:

“I’m an example, I blew up on TikTok. Other artists get famous through blogs that post about them and their music, and things change like that. And yes, promotion. You have to promote via TikTok, Facebook, and pay bloggers. Promotion isn’t free in Malawi, so you need a proper budget to push a song and get it to the right places.”

Merchah also emphasized the importance of networking:

“I think networking is crucial. As an artist, your social capital is essential for your growth. The people you surround yourself with boost your visibility and credibility. Some people will respect you simply because of the company you keep. It’s like you share the aura with other artists, which keeps you credible and visible.”

Jetu’s manager, Blessings Kazembe, also known as Emu Dee, commented on the importance of an artist’s style and image in their success, as it helps fans connect with them and recognize their work:

“I remember a time when Jetu’s unique grass-themed posts were instantly identifiable by fans on social media. That became her signature style as an artist.”

Emu Dee added that effectively managing an artist requires a deep understanding of them:



TELLING AFRICAN STORIES THROUGH ART

BY MADALITSO MTUKULA

Kris Base, real name Chris Ngalu is an award-winning Malawian designer who Draws inspiration from African stories and the incorporation of heritage, craft Techniques, and art to create sustainable design

He describes his work as Afro-futurist, envisioning the future of Africa through a multidisciplinary approach. He believes in expressing his unique African narrative and address Social issues through design.

Ngalu established a popular Malawian streetwear brand called BASE



Ngalu's brand, "BASE," is an acronym for "Bold Afrikans Striving for Excellence." It Celebrates African culture, heritage, and history through vibrant prints and bold Designs, infused with 90s nostalgia. He perceives his fashion pieces as artworks or vessels that convey stories and messages.

Ngalu talked on what Inspired him to blend traditional African patterns with modern fashion attires.

In an interview, he said: "The brand started basically with my love for fashion and as I grew up and was developing my personal style and knowing more about my roots and the power of being African".

"I tried to find clothes that were high end but with evident African influences and I couldn't find them so I decided to just start making them" he added

Ngalu shared the story behind his brand "BASE". He said: "BASE stands for Bold Africans Striving for Excellence and the main mission for the brand is to help uplift the representation the Africa through showcasing our great positive stories through craftsmanship, that's why most of the pieces I made are mostly handmade".



Ngalu added that AFROPUNK Jacket is one of the pieces that holds significant cultural meaning to him. He said: "There is a piece called AFROPUNK, this jacket takes influence from the Nyau and Ndebele culture. It features bold patterns influenced by the Ndebele and also Regal frills and details from the Nyau regalia".

"These two influences are an integral part of African culture, not only from their aesthetic value but also from the Rich symbolism and history they represent



Ngalu has achieved significant recognition and affiliations within the design. He has been recognised Top Talent in the 2019 Adobe Design Achievethe

Awards, He was the Semi – Finalist in the Pending Advertising Awards in South Africa and served as a Facilitator for the "Jobs4Youth" project under Mzuzu University.

Ngalu believes that art plays a role in preserving and promoting African culture. "An artist should be a voice for social issues, express cultural identifies and create new narratives that resonate with their community. Through art, we can Foster a sense of community and contribute to national identity".

He further said that one of his holding umbrellas of his art is Afrofuturism. "The key message behind Afrofuturism is the idea of empowerment and liberation for black people. I believe with my art, I can inspire the next generation of proud African's because the future looks African".

NORTHERN

REGION ARTIST GAINING RECOGNITION



BY LUCIUS KALINGA

A new generation of artists is putting Northern Malawi on the musical map. For years, the region has been a hidden gem in the country's entertainment scene, with a vibrant cultural landscape waiting to be unearthed. Despite its vast talent pool and eager audience, the Northern music industry has long been overshadowed by its Central and Southern counterparts—until now. A new wave of artists and venues is finally giving the North the spotlight it deserves.

In the heart of Northern Malawi, a creative revolution is underway. Gone are the days when the region's music scene was a mere whisper in the national landscape. Today, a new generation of artists is shattering the silence, blending traditional rhythms with modern beats, and putting the North on the musical map. Among those leading the charge are Merchah, Prince Chitz, Mzuzu Mafia, Wakisa James, and Homage

Up-and-coming artist Prince Mwayi Chitedze, known by his stage name Prince Chitz, expressed his gratitude for being part of prominent events like the Mountain Goat Concert, which he sees as proof of his career's positive trajectory and growing recognition in the Malawian music industry.

As an upcoming artist, it's a great honor to be part of major events like the Mountain Goat Concert and more that are coming.



Being part of these events is proof that my music career is headed in the right direction and that we are being recognized by the Malawi music industry," he said.

Prince Chitz also highlighted the impact of collaborations on his career, particularly with artists Merchah and Emmie Deebo, which have helped increase his audience reach and accessibility on streaming platforms. Additionally,

"So far, I've collaborated with Merchah on the song Zamawa and with Emmie Deebo on Badunduke, which has helped me expand my reach. My music is now accessible to a larger audience via all streaming platforms. I've also had the opportunity to meet and receive advice from several public figures, which is crucial for growth in the music industry," he added. However, Prince Chitz noted a significant challenge facing a lack of mutual support. He emphasized the importance of unity and collaboration for collective success in the industry.

"Northern residents lack the spirit of supporting those who are trying to break through. Everyone wants to be the first to succeed, forgetting that we need each other to make it in the industry. This is one of the reasons why some artists thrive while others do not," he explained.

Renowned artist Wakisa James shared his exhilarating experience of performing on major stages, describing it as unparalleled in terms of career excitement. These opportunities, he said, allow him to connect with fans on a large scale, significantly enhancing his visibility and credibility in the industry.

"It is a transformative experience for me, and the excitement it brings to my career is unparalleled. It allows me to connect with fans on a large scale, boosting my visibility and credibility in the industry. A combination of better infrastructure, educational opportunities, collaborations, and supportive policies can help propel Northern Malawi's entertainment industry to new heights and secure its place on the global stage," said Wakisa James.

In a heartening turn of events, Northern Malawi has undergone a remarkable cultural resurgence, transforming into a thriving music hub in a short span of time.

This sudden growth has brought the region into the spotlight, showcasing its vast potential and contrasting sharply with its previously under-developed state.

Vita Chirwa, President of the Music Association of Malawi (MAM), praised this development, noting that it aligns with the organization's goals of promoting music sector growth nationwide. "We hope they can keep up the good work," Chirwa added, expressing optimism about the region's future.

This musical renaissance is a testament to the region's talent and dedication, and its impact is expected to resonate across the country.



MONETISATION CHALLENGES AMONG CONTENT CREATORS

BY STACY PHOSO

Malawi's online streaming community is growing rapidly, with many Malawian creators producing high-quality content that resonates with both local and international audiences. However, despite their popularity, many Malawian streamers are struggling to monetize their content due to limited access to monetization streams

According to Malawian content creator Dr. Com, the lack of the YouTube Partners Program, TikTok Creator Fund, or TikTok Ad Revenue Sharing Program, which allow creators to earn from ads, is a significant hurdle



“It is sad that we don’t have the TikTok fund here in Malawi. TikTok fund pays around 4 cents per 1,000 views. If you get 1 million views, you get 40 dollars. To get a substantial amount of money, you need around 5 million views, but here in Malawi, we don’t have that,” he said.

He also emphasised the challenges posed by the TikTok algorithm.

“Making videos on TikTok is tough. You might have nice ideas, but TikTok may decide not to push your video because of the algorithm,” he said. “TikTok wants you to make the same type of content. If you observe Chippie, he makes the same content all the time with different themes, but for someone like me who is always changing content, TikTok doesn’t push my videos anymore.”

He added that sometimes creators face pressure to make content they are not comfortable with. Chippie, another Malawian content creator, said it is difficult to make money as a Malawian creator. “Yes, it is difficult to get revenue from your content here in Malawi since TikTok doesn’t pay anyone here,” he said. “But sometimes, there are other ways to make money from your content, such as going live and receiving gifts.

He added that sometimes creators face pressure to make content they are not comfortable with. Chippie, another Malawian content creator, said it is difficult to make money as a Malawian creator. “Yes, it is difficult to get revenue from your content here in Malawi since TikTok doesn’t pay anyone here,” he said. “But sometimes, there are other ways to make money from your content, such as going live and receiving gifts. However, there is a high chance that you can be betrayed, as the money cannot be withdrawn, unlike in other countries like South Africa.” Dennis Imaan, a digital creator, said local brands and businesses in Malawi can be encouraged to invest in online advertising by understanding the vast reach and targeting capability of digital platforms. “When local brands understand the role of Malawian content creators, they can reach a wider audience” he said.

Speaking on how Malawian content creators can increase their online visibility, he suggested creating high-quality, engaging, and consistent content. “Collaborating with other Malawian creators and influencers to tap into their audiences is a great way to increase your visibility,” he said. He also advised staying up to date with platform changes and adjusting strategies accordingly.

Edward Kamanga, a media scholar at Mzuzu University, said digital content creation has had both positive and negative impacts on traditional media in Malawi. “Online streaming has forced traditional media to adapt by finding online means to provide their content,” he said. “It has also increased competition with traditional media as people are torn between viewing content online or through traditional methods such as newspapers.”

NYOKASE MADISE'S QUEST TO REVIVE MALAWIAN MUSIC HERITAGE

BY HASTINGS YOBE

Nyokase Madise, a former member of the Zathu Band, is a talented artist who has music running through her veins.

Growing up in a family of passionate musicians, she was destined to make a name for herself in the industry.

“My grandmother was a DJ and journalist at MBC, and my father was into multimedia content and music distribution with the likes of the Blantyre Duo Kaporintiya.

My brothers grew up around studio equipment and would record tapes until they became music producers. I started recording with them, so I grew up in an artistic family, although nobody in my family can sing except me and my sister,” Nyokase shared.

Her inspiration to make music came when she watched Ben Mankhamba's Chonde Musatelo video on Music Splash, a popular TV show on MBC.



“I was inspired to start making music when I was only 9 years old. That song made me cry, and from that moment, I always wanted to make people feel connected with music,” Nyokase added.

Nyokase’s music journey began long ago. She started as a female rapper in 2020 under the stage name Young Jazmine, monitored by veteran producer and rapper Dominant 1 during her form 4 holiday.

“The first song I put out was Glasses in the Air in 2010, produced by BFB, but the first one to get radio airplay was Be Alright, featuring VOR, produced by Skizzy,” she said.

Although Nyokase hasn’t been active in music recently, she has a competing heart and never gave up on her talent.

However, she has announced that she will be releasing an album,

Katundu, meaning baggage, which will be released after some singles, Napolo 1 and Napolo 2 on august 30th this year. “The album is very honest; I’m letting out all the baggage I’ve carried on my shoulders for so long. I’m getting it off my chest, and it’s an album that the youth can relate to their experiences. I grew up on the adage ‘katundu wa mutima tula,’ so I get things off my chest through lenses of ancient storytelling and music,” Nyokase explained. The album promises to be a unique blend of modern soul music and storytelling.

“Some songs are based on proverbs and legends, and for someone who has never had a chance to learn about local anthology, this is the opportunity to learn about our heritage through modern soul music,” Nyokase further said. Nyokase has assured her fans to expect the best from her new album. “I want people to feel this album and not just hear it. They should expect to be shaken with a lot of honesty, and I’m hoping that people can listen to this album in their most secret times when they are scared to talk to themselves,

and the music will talk to them,” said Nyokase. The artist expects her audience to connect with the music in a way they wouldn’t expect before. Among other songs in the album is Napolo, produced by That Guy and Black Eye, which tells the story of a woman going through heartbreak and seeking vengeance. Hayze Engola one of the artists which she has collaborated with says the album is very natural, classy and traditional that the fans will enjoy. “Nyokase is an amazing artist” he said.

Kelly Chikoko, one of Nyokase’s fans, expects the album to be exceptional, with a touch of storytelling and excellent vocals. “Knowing Nyokase’s vocal abilities and her pen brilliance, I am expecting a creation that is different and amazing. Her patience in music creation and the thorough research she has been doing, I believe, will produce an album one needs to listen to,” Chikoko said.

Before the artist releases the album, she will host a listening party sessions on dates which are to be communicated later.

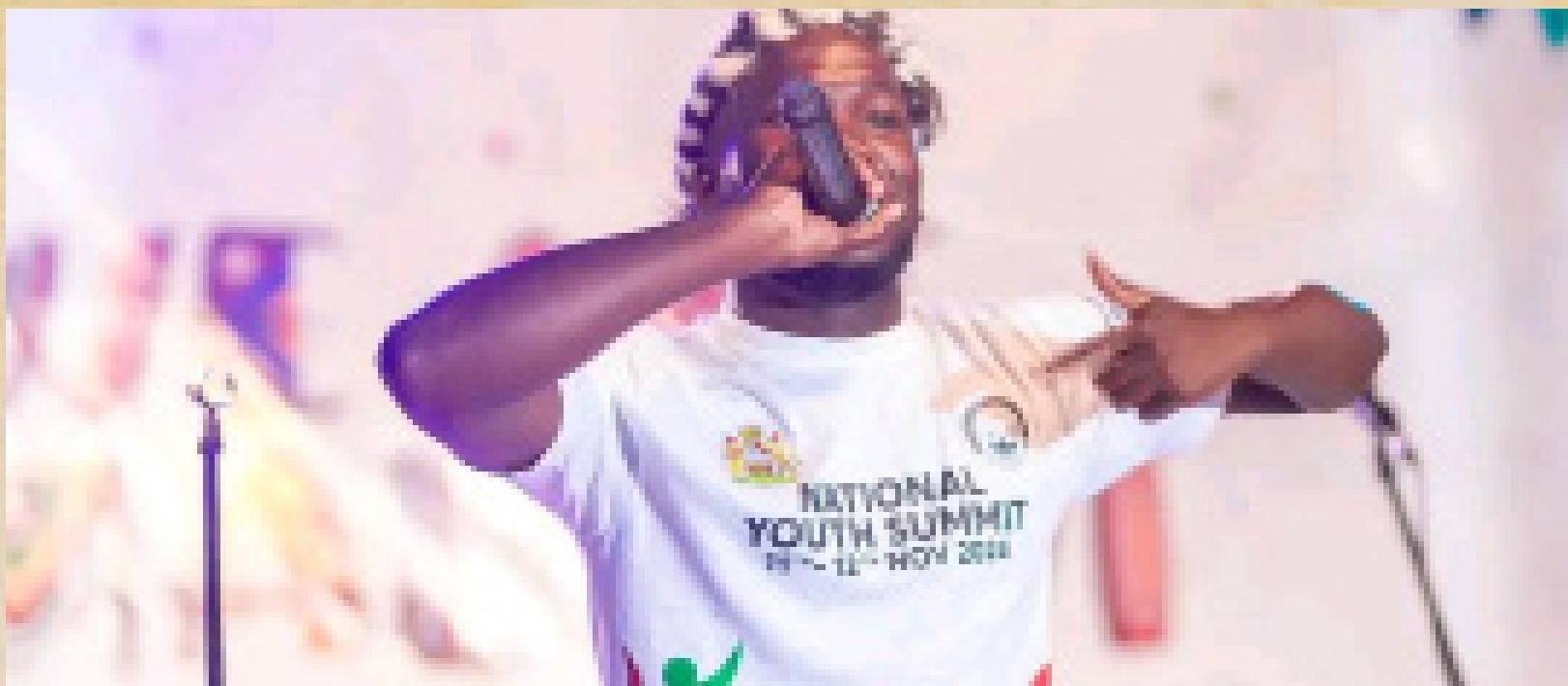


MALAWI PODCASTS REVOLUTIONIZING THE MEDIA LANDSCAPE



BY MALUMBO KALUA

Youth-led podcasts are emerging as a powerful tool for amplifying marginalized voices in Malawi. These podcasts, created and hosted by young Malawians, are tackling social issues, sharing personal stories, and promoting diverse perspectives.



As a result, youth-led podcasts are revolutionizing the media landscape in Malawi, providing a platform for young people to tell their own stories and drive social change.

Thew Botha, the mayor of Podcast In the North, said, “The podcast in the North is a platform that documents stories of young creatives, entrepreneurship, and innovative citizens through unfiltered conversations

“I started the podcast out of the need to shine a light on so many unique stories in the North and Malawi in general,” he said.

“For years, the North had no proper media coverage and no space for the young, the creative, the innovative, the hustlers until I decided to start.”

Botha insists that podcasts have brought so much depth when it comes to perspectives on the state of the country. “Regarding tourism, entrepreneurship, and entertainment, technology has become a positive tool for opening doors for young people,” he said. “If the cost of data could be lowered a bit, we would see Malawi and its talent exposed on the global marketwell,” he added.

Brandon James, of Podcast Malawi, said he joined the podcast because of passion. “I joined the podcast because I wanted to, and I had a passion for it,” he said.

James emphasized that being at Podcast Malawi has impacted his understanding of social issues in Malawi. “At first, I had an interest in social issues, specifically cultural and economic issues. So being at the podcast has helped me understand things that were told to us by our parents, which we cannot change,”

“However, if we look now, it’s not happening the way our parents told us. It has changed my perspective.”

If the podcast is representing voices and stories that aren’t typically heard in mainstream media, he said, the topics discussed on Podcast Malawi are the same but with a different angle. “I can say that the issues discussed on Podcast Malawi are the same as those aired on mainstream media, but what makes it different is that we take a different angle in discussing those topics.”

Hastings Yobe, a Lilongwe resident, emphasized that the podcast has impacted his understanding of social issues in Malawi. “The podcast has greatly impacted our understanding by providing a platform for marginalized voices to share their stories and experiences,” he said.

“It has changed our perspective on topics such as gender equality and mental health, which are often stigmatized or overlooked in mainstream media,” he added.

UNILIA KANING'INA CAMPUS HOLDS STUDENT UNION ELEC- TIONS



BY GIFT PHIRI

The University of Livingstonia Kaning'ina Campus held its Students Union elections recently, as the one-year tenure of the current executive committee came to an end. Students voted for positions such as President, Director of Finance, Director of Academics, Director of Catering, Director of Spiritual Affairs, Director of Health, Sanitation, and Welfare, Director of Entertainment, Director of Publications, Information and Publicity, Director of Sports, and two representatives for weekend students.

In an interview, the outgoing Director of Entertainment, Prince Mbeke, reflected on his tenure, highlighting the challenges he faced, particularly financial constraints. "Our campus is small, and raising sufficient funds for entertainment programs was a significant challenge," he noted.

However, he took pride in initiatives such as Mr. and Mrs. Unilia Kaning'ina Campus, Unilia Podcast, and Intersocials Weekend. Mbeke's advice for the incoming Entertainment Director was to focus on serving students' needs rather than seeking personal gains from the position.

One of the candidates who was vying for the position of Entertainment Director, Fortune Kamanga (popularly known as Ahuudawg), shared his vision for the role. "My goal is to create a hub where all students come together, create lifelong memories, and build relationships," Kamanga said. He emphasized the importance of socializing as a way to unite students and create a sense of community.

Kamanga outlined several plans to enhance campus life, including organizing cultural events to preserve the campus's cultural heritage.



BUSINESS NEWS

Transforming Agriculture into a Rewarding Career

BY REDSON KANDOZI

A gripreneurship in Malawi is often perceived as a fallback career for those who have struggled academically. However, Joy Chapeta, owner of Mcheneka Farm in Lilongwe's T/A M'bwatalika, is challenging this perception by demonstrating that agriculture is not only a viable career path but also a rewarding one for the educated and passionate.



In an interview, Chapeta, who has been managing Mcheneka Farms since 2019, emphasized that agripreneurship requires more than mere interest; it demands passion, determination, and a commitment to continuous learning.

“Agriculture is not for the faint-hearted. To succeed, you must be prepared for challenges ranging from unforeseen weather conditions to market fluctuations. A deep passion for farming will drive you to persevere through tough times,” she says.

For Chapeta, who named Mcheneka Farm after her home village, farming is not a simple endeavor but a complex operation requiring

hands-on involvement and a commitment to learning.

“You need to be hands-on, supervise your team, and continuously upgrade your knowledge. Modern agriculture heavily relies on technology and advanced farming techniques. Investing in education and staying updated with the latest agricultural trends is vital,” she adds.

With relatively few young people involved in agripreneurship, Chapeta believes that changing their perception of agriculture starts with showcasing the innovative, high-tech aspects of modern farming. She says:

“Agriculture is no longer a field for those who have failed academically. It’s about technology, innovation, and contributing to national food security. By highlighting success stories and demonstrating the broader economic impact of agripreneurship, young people will view it as a viable and prestigious career.”

According to Chapeta, networking has been crucial to growing her business, allowing her to share ideas, learn from others, and access markets and resources. She notes that networking has led to valuable referrals, business opportunities, and advice critical to Mcheneka Farm’s growth.

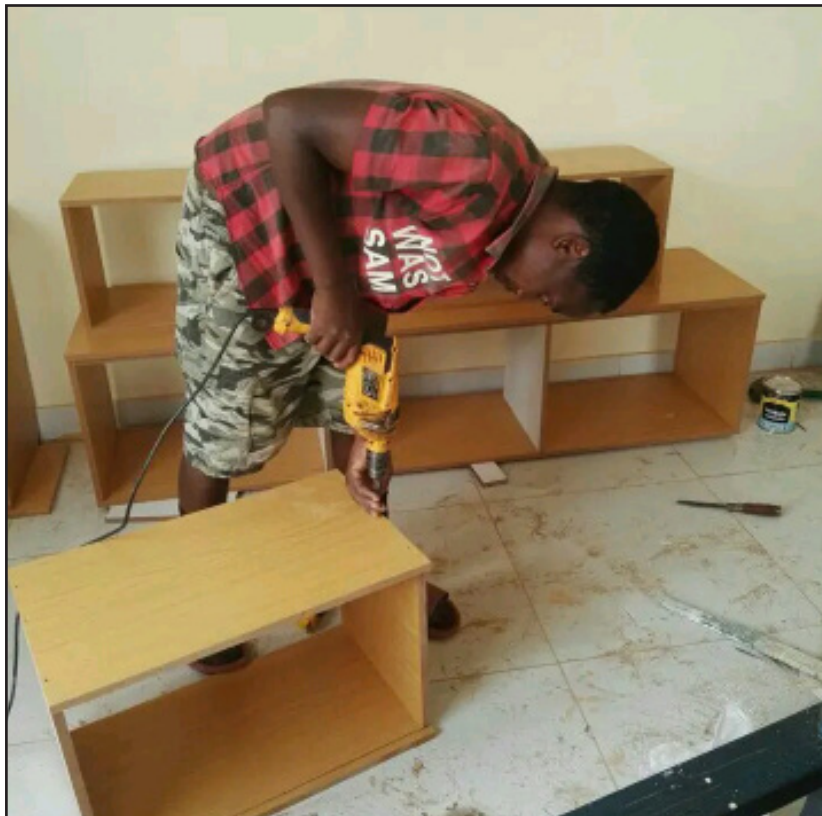
Despite the opportunities in agriculture, Chapeta acknowledges that women in Malawi face significant barriers in agribusiness, particularly in accessing land, farming inputs, and financial resources. She believes that empowering women in agribusiness requires addressing these specific challenges.

“Forming women’s farming groups and cooperatives can provide a support network and collective bargaining power. Through these groups, women can partner with companies to access resources, training, and markets,” she suggests.

While securing financing remains a significant challenge for agripreneurs, Chapeta advises caution regarding loans due to the difficulties in obtaining them and the discouraging interest rates.

“I started Mcheneka Farm using personal savings, and reinvesting profits from initial farming activities helped finance expansion. I discourage taking loans, especially at the start. Instead, I recommend starting small with whatever resources you have and expanding as your business grows,” she advises.

FROM CAPENTRY APPRENTICE TO ENTREPRENEUR



By; Mc Donald Juwa & Emmanuel Munyimbiri

In the vibrant city of Mzuzu, Northern Region, Geoffrey Felix Mandevu's name is beginning to resonate with many. His journey from a construction assistant to an aspiring entrepreneur is a testament to resilience, hard work, and adaptability.

Geoffrey's roots trace back to Balaka, in the village of Chief Mbaza, TA Msamala. His career in construction began in Blantyre around 2015 when he joined Ter-raston Construction as a carpenter's assistant. The company was then engaged in building the Malawi MBS offices near Chichiri Stadium

Recognizing his diligence and passion, the company quickly promoted him to a full-fledged carpenter.

Geoffrey's skills and commitment took him to various projects, including a significant stint at Lumbadzi Airport in Lilongwe. However, after a year, the project concluded, and the workers were given the option to return to Blantyre. Geoffrey, however, chose to stay in Lilongwe, determined to find new opportunities. His perseverance paid off when he joined Delta Construction, working on the cancer hospital at Kamuzu Central Hospital near Ludzulu Market. He dedicated two years to Delta Construction, further honing his skills.

A new chapter began when Geoffrey joined F&K Interiors at Biwi, opposite Lilongwe Technical. The job required him to relocate to Mzuzu, a place unfamiliar to him. Initially apprehensive about the move, Geoffrey accepted the challenge and embraced his new role. At F&K Interiors, he transitioned from construction carpentry to specializing in interior items like wardrobes and kitchen units. His adaptability and keen interest in learning new skills became evident as he tackled various projects in Mzuzu.

Geoffrey's time at F&K Interiors included significant maintenance work at Mzimba Hospital and other projects within Mzuzu city. Despite his growing expertise, a mistake at work led to his reassignment back to Lilongwe. Newly married and unwilling to relocate, Geoffrey decided to leave the job. This period of uncertainty was challenging, but he remained undeterred.

With a passion for carpentry still burning brightly, Geoffrey began creating his own projects and sharing them on Facebook. His work quickly gained recognition, and he built a customer base. Teaching friends and building trust among his clients, Geoffrey's reputation grew. Today, Geoffrey dreams of opening a shop in Mzuzu to sell his creations. The journey has been fraught with challenges, particularly in securing capital and establishing trust in a business over social media. Yet, he remains optimistic and determined. "Profit is visible even though the money is just enough, but I can see the difference from when I started," Geoffrey reflects.



Geoffrey Felix Mandevu's story is one of perseverance and growth. His journey from an unfamiliar environment to building a name for himself in Mzuzu is inspirational. He continues to work towards his dream of opening a shop and providing employment opportunities for other young people in his community.

SWIMMING TOWARDS SUCCESS

BY JOHN KAMANGA

In Malawi, fish farming has emerged as a booming industry, offering a beacon of hope for both local and aspiring fish farmers seeking new opportunities and prosperity. The practice is reshaping the economy and livelihoods of these farmers, opening doors to increased income and improved living standards.

Fish farming is paving the way for success and growth among Malawi's farming community, making waves in the agricultural sector and transforming the lives of many individuals involved.



Mzuzu Aquaculture Center (MAC) field officer, Silvester Jambo said Mzuzu aquaculture center plays a crucial role in supporting local fish farmers by providing technical advice, quality fingerlings, and the development of fish feed.

“MAC’s training programs and use of greenhouse technology ensure a consistent supply of seeds for fish farmers in the northern and central regions.

Highlighting a significant challenge in aquaculture, Jambo underlines the importance of quality feed, especially for Tilapia species that require floating feed.

“Local farmers face difficulties producing this specialized feed due to the required equipment, resulting in expensive imports from Zambia.” Jambo said.

Jambo reveals plans for the Sustainable Fisheries Aquaculture Development

hat has had a transformative impact on my life. Through management of a fish farm, I have been able to provide for my family, including paying for children’s school fees, leading to improved living conditions and a sense of security for the future.

He added that with dedication, hard work, and a thoughtful approach, fish farming can bring financial stability, personal growth, and a positive impact on the community and the environment.



We also actively encourage farmers to add value to their products, empowering them to boost profits and enhance sustainability,” he said

Regarding market accessibility, Jambo notes that the demand for fresh fish in Malawi is strong and exceeds supply, resulting in favorable market conditions. However, he acknowledges challenges like poor road networks in dambo areas where many fish ponds are located.

(SFAD) project to establish a feed mill in Lubinga Industrial Site, emphasizing, “This initiative aims to make floating feed more affordable and accessible, facilitating the expansion of fish farming in the region.”

According to Mzuzu based local fish farmer Jobs Mnthali, shared how fish farming has transformed his life.

“Fish farming is indeed a profitable business

Local fish farmer Morson Thole said that fish farming venture has not only transformed his personal circumstances but has also contributed significantly to the community’s food security.

“Through my business, I am able to provide affordable fish to local markets, ensuring that people have access to nutritious food,” he emphasized.

In addition to improving food security, Thole’s fish farming enterprise has created minor jobs within his community.

FARMERS IN DEDZA FIND INNOVATIVE SOLUTIONS



BY VITUMBIKO JANI

In the busy markets of Dedza, farmers like Davie Yohane and Emma Kamtogo face many challenges when selling their produce. With more competition and the kwacha's devaluation, making ends meet has become a daily struggle.

Davie, from Bembeke, grows cabbage and other vegetables on his plot. To deal with the rising fertilizer costs, he uses an unlikely solution: manure from Lear's goats to nourish his crops.

The kwacha's devaluation has made fertilizer too expensive," Davie explains. "But with the goat manure, I've seen a big improvement in my yields."

Emma, also from Bembeke, has found another way to cope. She raises Lear's pigs and is a member of a village bank, which gives her access to vital financial resources.

"The village bank has been a lifesaver," she says. "I can borrow money to invest in my pig business and pay it back when I sell my produce."

Despite these innovative solutions, challenges remain.

"The market is full of produce, making it hard to get a good price," Davie says.

Emma adds, "The kwacha's devaluation has also driven up the cost of essential inputs like seeds and tools."

However, these farmers stay strong. By diversifying their products and finding alternative solutions, they manage to stay afloat. As Davie notes,

"We must adapt to survive. With support from initiatives like village banks and mixed cropping, we can overcome even the toughest challenges."

Youth Entrepreneur Excels in Onion Farming

BY TAMANDANI DZATOPETSA

While many young Malawians are caught in the cycle of Job hunting, one young entrepreneur has taken a different path, turning to onion farming with remarkable success

Meet Oscar Sawyers Mopiha, 27-year-old entrepreneur based in Chileka, Blantyre, who is one of the farmers engaged in onion farming



“My idea was to have a business where I can sell things either wholesale or daily, and this is when I came up with the idea of starting onion farming.” He added.

Mopiha discussed the biggest success in running his onion farming business, saying, “This time, I have harvested a significant number of onions, and it’s a big success. I’ve also gotten linked to big markets, which I know will benefit me in the next harvesting season, and I won’t struggle to find a market.”

When it comes to challenges, he noted, “It’s all about climate change. Everyone can agree that this year, we didn’t have enough rain, which affected us. This year, there was more sun, and onions don’t do well with too much sun. So, we had to work hard to find water.”

He also mentioned that another challenge he faces is dealing with friends who under-rate his business.

He said: “Sometimes, friends and acquaintances don’t take my onion farming business seriously. They might think it’s just a hobby or a small venture that won’t amount to much.

Mopiha emphasized the importance of selling products through online platforms compared to traditional methods. He said: “When it comes to reaching more people, online is the best. Nowadays, most people use smartphones, and for that reason, if you’re an entrepreneur, using online platforms can boost your products and help you reach more places than traditional methods.”

He added that it is very important as a farmer to mix agriculture and technology. He said: “Things are changing, and as a farmer, you have to be adaptable. With technology, you can determine the best ways to practice agriculture in order to increase yields.”

“We have to change the way we do farming, unlike farmers in the past. This can help us reach more markets and add value.”

In addition to being an onion farmer, Mopiha is also a videographer and works for a certain organization. He mentioned that he is seeking facilities to expand his onion business.

He said: “I have gone to great lengths to diversify my onion farming activities because it is not easy to maintain onions. I am currently exploring

the best facilities to store onions, in terms of infrastructure and equipment. “I am also investigating ways to add value to my onions beyond just selling the bulbs. That’s my plan. Next year, I aim to acquire a larger plot of land and invest in a generator set for irrigation purposes.””

Mopiha advised young people who are idle to consider starting a side business instead of relying solely on one source of income. He emphasized the importance of diversification and exploring opportunities to grow and expand one’s ventures.



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