

arise

MAGAZINE



THE BSLT YOUTH PUBLICATION
23

**THE QUEEN OF LAUGHTER
AND PURPOSE: FELISTUS
NYA-UYU NGWIRA**

THE BRAND

**The Continental Brand:
Africa's Next Giant
Leap.**

**Packaging Purpose:
Why Branding Matters
More Than Talent.**

**Excellence is the Brand
the World Cannot
Ignore.**



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Dear Esteemed Young Trailblazers,

A wrapper cannot save what has no worth inside. True greatness emerges only when talent meets refinement, when gifts are paired with vision, and when purpose is presented with clarity to the world. In this edition of Arise Magazine, we explore the power of branding and value addition, how they transform raw potential into impact that echoes across generations.

Across Africa, we have witnessed individuals brimming with talent and purpose remain unnoticed because they never invested in branding their gifts. They had vision, but it was hidden; potential, but it was unpolished. The lesson is clear: to be seen, your gift must be refined, packaged, and presented with pride. And this is not just true for individuals, it is true for Africa. Too often, the continent underestimates itself, fails to showcase its immense talent and resources, and leaves the world unaware of its brilliance. This must change. Africa will rise not only by what it carries but by how it adds value and presents it to the world.

Branding is not vanity, it is vision wrapped in excellence. When Africa learns to add value and brand what it carries, the world will no longer look past us, it will look to us. This principle applies to every young African with a dream. Raw talent alone is not enough; refinement, discipline, and strategic presentation are the keys to being remembered, respected, and impactful.

I, too, have lived this journey. I once told myself that I was "born short," yet I learned to live tall, reaching for what others might have thought beyond my grasp. Little did I know that this mindset, Born Short Living Tall would become the foundation for an organization that birthed Arise Magazine: a simple idea, refined and branded, now carrying a global vision.

The truth remains: the next trailblazers of Africa will not just be gifted they will be those who refine their gifts, add value, and brand them with pride. The world will notice those who take raw talent and purpose, and turn it into a legacy that inspires generations to come.

As you read this edition, consider it your call to action: invest in your gifts, package your purpose with excellence, and dare to present Africa's brilliance to the world. Your potential is limitless, your vision is powerful, and your time is now. The world is ready. Africa is ready. And the question is no longer if we will rise, the question is when.

*With purpose and vision,
David Ntalasha Chisha
The Visionary*

INVEST IN YOUR BRAND

For too long, Africa has carried treasures wrapped in silence, gifts hidden beneath the dust of neglect. Our music inspires the world, our food nourishes nations, our fashion dazzles continents, yet too often these treasures remain unseen because they are not branded, not packaged, not given the honor of presentation.

The West did not conquer the world by talent alone. They mastered the art of branding of taking even the smallest seed and presenting it with such excellence that the world could not look away. Branding is not decoration; it is destiny on display. It is the difference between being overlooked and being unforgettable.

Africa has no shortage of brilliance. Our youth are inventors, thinkers, and dreamers. But brilliance without branding is like light hidden under a basket, powerful yet unseen. What we fail to package, the world will not consume. What we fail to present, the world will pass over.

Yet branding alone is not enough. A wrapper cannot save what has no worth inside. True greatness comes when branding meets value addition. When we refine our raw materials, when we process our crops, when we innovate beyond extraction into production, we turn fleeting potential into lasting wealth. Coffee beans alone build little, but processed, packaged, and branded, they become an empire. Cocoa in its raw form enriches others, but when turned into chocolate and branded with pride, it becomes a symbol of excellence.

Do not despise what seems small. A humble idea, when refined with value and branded with clarity, becomes a movement. A small business, when built with excellence and packaged with discipline, becomes an empire. Nations rise or fall not only on resources but on the strength of how they add value to those resources and on the power of how they present them to the world.

Young African, hear this: branding is not vanity, it is vision wrapped in excellence. But value is its foundation. Branding gives visibility; value sustains credibility. Together, they create legacy. When you brand your talent, you invite the world to look. When you add value, you compel the world to stay.

History bears witness: Coca-Cola began as a small drink, yet branding made it a global language. Apple began in a garage, but value-driven innovation turned it into a movement. If the world can package simplicity into greatness, how much more can Africa package its abundance into legacy?

The truth is clear: the next trailblazers of Africa will not only be those with gifts, but those who refine their gifts into excellence and invest in branding them. For when your gift is refined and branded, it is not just seen; it is remembered, it is valued, it is unstoppable.

So rise, child of Africa. Add value to what you carry. Package your vision with pride. Brand your dream with excellence. Let the world not only hear your story but see it, feel it, and remember it. For when you refine and brand your gift, you do not just build a name, you build a future. And when Africa learns to add value and brand what it carries, the world will no longer look past us, it will look to us.

PACKAGING PURPOSE

WHY BRANDING MATTERS MORE THAN TALENT

Africa is brimming with talent, purpose, and potential. Yet too often, raw gifts go unnoticed not because they lack brilliance, but because they are never refined, packaged, or presented with excellence. Our continent is full of gifted youth, overflowing with creativity and ideas but talent alone is not enough. To rise, to impact generations, and to leave a lasting legacy, you must embrace the power of branding and value addition.

The Bible has long revealed the principles of a strong brand identity, character, story, and purpose. Abram became Abraham, not through a change of appearance but through a change of destiny. King David, despite his flaws, was remembered as a man after God's heart, because his integrity shaped his influence. Joseph's journey from betrayal to rulership in Egypt teaches us that resilience, trust, and wisdom build a story worth following. Paul, through his unwavering purpose, became a brand that continues to inspire millennia.

These truths are not relics of history; they are living blueprints for today's African youth. Your gifts, when anchored in purpose and packaged with excellence, carry the power to transform lives, communities, and even nations.

Step 1: Define Your Identity

Know who you are, what you were created to do, and the legacy you want to leave. African youth like William Kamkwamba; the Malawian inventor who lit up his village with a homemade windmill, show us that identity grounded in purpose fuels innovation. Your name, your story, and your calling are your first brand. Just as God renamed Abram to Abraham, step boldly into who you were meant to be. Discover your gifts, define your mission, and let your identity reflect your destiny.

Step 2: Build Character That Inspires Trust

A brand is only as strong as its reputation. David was far from perfect, yet his integrity earned him trust that lasted generations. Today, your character, how you act when no one is watching, defines your influence.

Ask yourself: What habit can I strengthen this week to better align with my purpose? When people trust you, your brand gains weight, and your influence multiplies.

Step 3: Craft a Story That Resonates

Joseph's journey reminds us that adversity is not the end, it is the making of a story that inspires. Every challenge you endure becomes a testimony others can draw strength from. Your story is not just for you, it's a roadmap for those who will come after you. Share it authentically, and let the lessons you've learned spark faith and courage in others.



Step 4: Anchor Your Purpose in Something Greater

Paul's life was proof that a clear sense of purpose is the greatest asset any brand can carry. When your "why" is bigger than you, the world cannot ignore you. Purpose-driven brands are unforgettable not because of what they gain, but because of the lives they touch. Define your purpose, and let it guide every decision you make.

Step 5: Package Your Gifts with Excellence

Raw talent is invisible without refinement. Sho Madjozi, the South African musician, didn't just sing, she branded her music and culture with flair, turning her artistry into a global platform. Polish your skills, package them with excellence, and present them with confidence. Excellence opens doors that talent alone cannot.

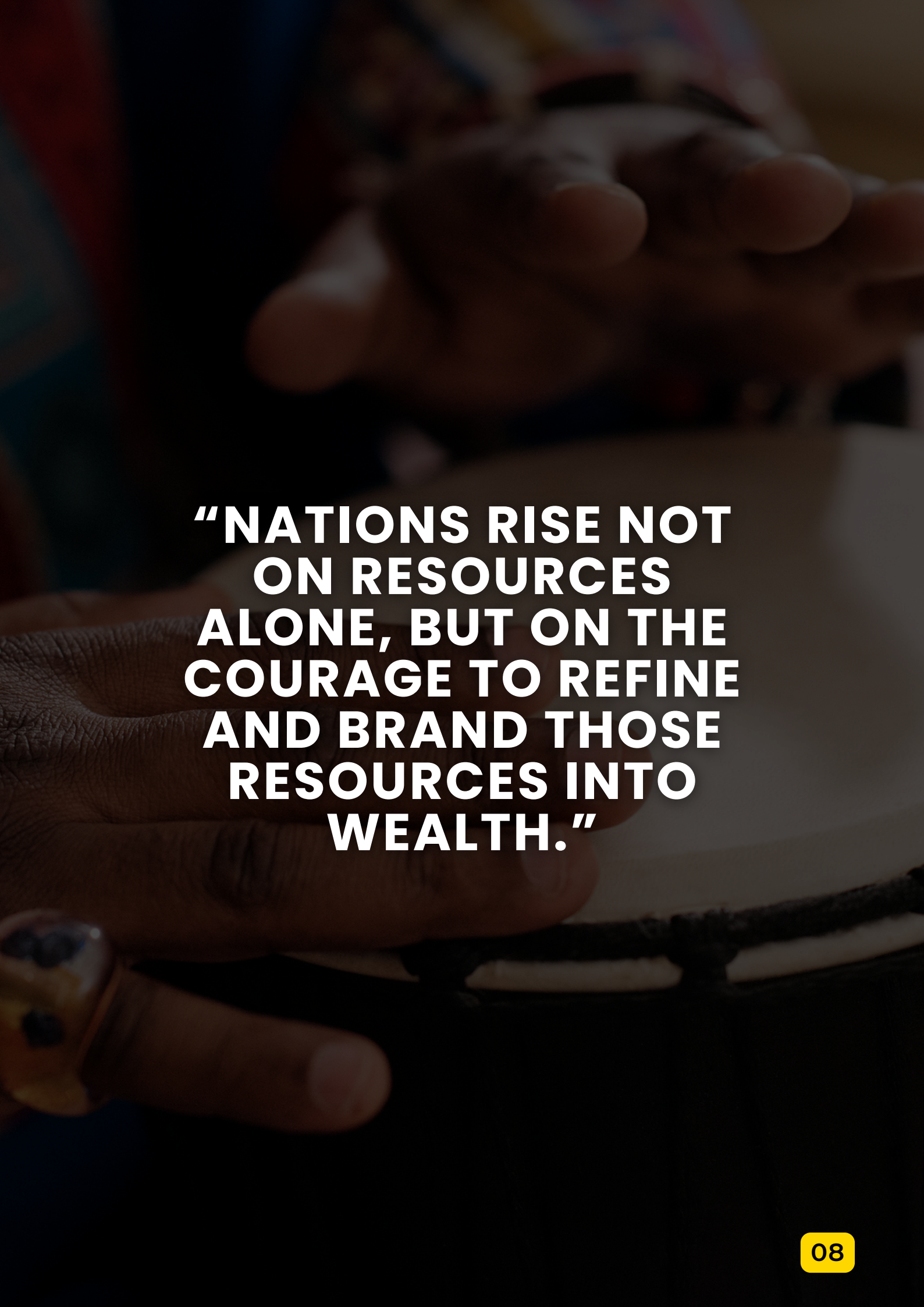
Step 6: Add Value Everywhere You Go

True influence is measured by the value you bring. Joseph's wisdom preserved a nation in famine. Entrepreneurs like Ashish J. Thakkar continue to create jobs and opportunities across Africa. Wherever you go, ask: Am I adding value? Solve problems, empower others, and leave every place better than you found it. That's how your brand becomes indispensable.

Step 7: Step Boldly in Faith

Faith is the bridge between potential and destiny. It is what pushes you beyond fear, beyond hesitation, into the fullness of what God has called you to do. The world is waiting for Africa's youth to rise. Your gifts, your story, your brand, when anchored in faith cannot be ignored.

Africa is ready for you to rise. The world is watching. When you define your identity, build trust, craft your story, anchor your purpose, package your gifts, add value, and step boldly in faith, your brand becomes more than an image, it becomes a legacy. Your gifts are waiting to be revealed. Your story is waiting to be told. So step forward. Brand your destiny. And leave a mark not just on Africa, but on the world.



**“NATIONS RISE NOT
ON RESOURCES
ALONE, BUT ON THE
COURAGE TO REFINES
AND BRAND THOSE
RESOURCES INTO
WEALTH.”**

DECISION CARD



"YOUR DREAMS ARE THE HEARTBEAT OF GOD'S PURPOSE."

Take a bold step toward the life you were created for. Don't let fear, doubt, or obstacles keep you from stepping into the extraordinary destiny God has planned for you. Now is the time to align your dreams with His purpose. Partner with God today, and watch your vision become a reality.

Start your destiny empowerment journey with this prayer:

"Dear God, I come before You, acknowledging my sins and my need for Your forgiveness. I believe in Your love and in the sacrifice of Jesus Christ, who gave His life for my salvation. I accept You as my Lord and Savior, and I surrender my life to Your guidance and grace.

Please forgive my past, guide me in the present, and secure my future. Fill me with Your Holy Spirit, and help me follow Your will for my life.

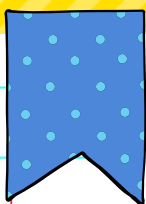
Today, I surrender my fears, doubts, and limitations to You. I ask for Your wisdom, guidance, and strength to step boldly into the destiny You have prepared for me. Help me to walk in faith, knowing that with You, all things are possible. I declare that my dreams are aligned with Your will, and I commit to partnering with You to make them a reality.

In Jesus' name, I pray. Amen."

By praying this prayer you've accepted Jesus Christ as your Lord and Savior, we encourage you to find a Bible-believing church and connect with us. We'd love to pray with you and support you on this journey. You can also join our Arise Connect Groups to nurture and grow your faith.

NAME: _____

DATE: _____

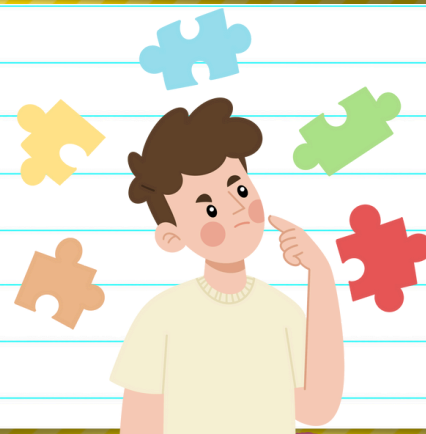


How to Impact your Community

01

Identify a Community Challenge

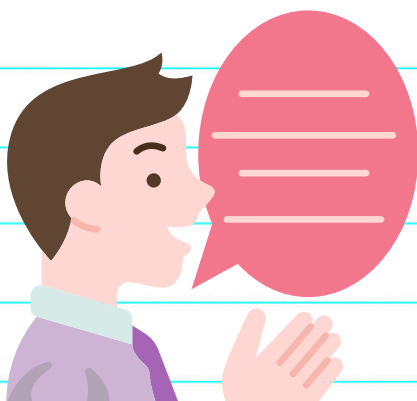
Look around you. What are the pressing issues affecting your neighbors, friends, and families? List every challenge you see; poor sanitation, lack of youth programs, environmental concerns, or education gaps and choose one that resonates most deeply. This is your starting point. Register this challenge with a local organization or initiative, like Arise Magazine, to gain guidance and support.



Build Your Dream Team

02

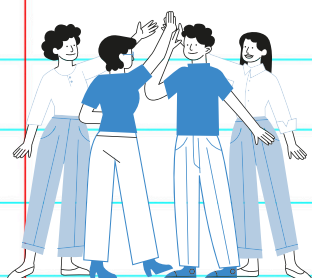
No change happens alone. Gather a small, committed group of 8–12 people who share your passion and vision. Meet regularly to brainstorm, plan, and develop creative solutions. Collaboration multiplies impact, and together you can create ideas bigger than any one person could achieve. Reach out to Arise Magazine for tools, resources, and mentorship to equip your group.



03

Advocate and Activate Change

Now it's time to act. Implement your plan, mobilize your community, and lead by example. Share your vision widely through social media, community events, and local networks to inspire others to join. Don't forget to approach leaders and influencers in your area; advocacy ensures your solution reaches the people who can help institutionalize lasting change.



Reflect and Scale

04

After your first round of impact, reflect on what worked and what didn't. Celebrate wins, learn from challenges, and look for ways to expand your project to neighboring communities. True impact grows when it inspires more youth to rise and lead.

A portrait of Felistus Nya-Uyu Ngwira, a woman with voluminous, wavy reddish-brown hair. She is wearing a white sleeveless top and a long, flowing orange skirt. She has large gold hoop earrings and a heart-shaped pendant necklace. She is looking slightly to her left with a soft expression.

THE QUEEN OF LAUGHTER AND PURPOSE: FELISTUS NYA- UYU NGWIRA

Felistus Nya-Uyu Ngwira is not just a comedian, she is a movement. Renowned across Malawi and beyond as the “Queen of Vilekeke Queendom,” she has mastered the art of using humor as both a mirror and a megaphone, reflecting society’s truths while amplifying messages of hope, culture, and transformation.

From her early days of creating comedy skits around 2010, Nya-Uyu has risen to become a household name, blending entertainment with cultural advocacy in a way that resonates deeply with audiences across Africa. Whether performing in Chichewa, English, or Tumbuka, she has broken barriers and carved a space where laughter and learning walk hand in hand. Her unique ability to tackle complex social issues with wit has not only entertained but also inspired change in countless lives.

Her influence stretches far beyond comedy. A seasoned actress, MC, lawyer, event planner, and international media personality, Nya-Uyu is a woman of many talents. She has worked in radio, engaged thousands through YouTube, Facebook, and X, and has even earned recognition from international platforms such as BBC Focus on Africa. Yet behind all her achievements lies a central mission: to use creativity as a tool for transformation.



True to her trailblazing spirit, Nya-Uyu has also achieved historic firsts that cement her as a cultural pioneer. She is the first comedian in Malawi to launch a podcast with great influence, featuring diverse guests and voices of national importance. She became the first comedian to organize a national dialogue, boldly proving that comedy can serve as a platform for civic engagement. She is also the first comedian in Malawi to host the President, using laughter to bridge gaps between leadership and the people. On top of this, she is the first to organize three consecutive annual comedy shows, all sold out and graced by international comedians, a feat that has set a new standard for the entertainment industry in Malawi.

Her voice has become one of Malawi's most powerful instruments for advocacy. In the past four years alone, Nya-Uyu has championed campaigns promoting education and financial literacy for girls, amplified issues affecting women and families, and challenged society to think differently about culture, equity, and progress. With over 523,000 followers on Facebook, the largest for any female comedian in Malawi, her impact is not only visible but measurable in the feedback, testimonies, and lives changed through her work.

What sets Nya-Uyu apart is her ability to carry both laughter and responsibility with grace. She is an entrepreneur, a brand ambassador, and a voice for organizations seeking to influence positive behavior change. Yet, she remains deeply rooted in her cultural identity and personal mission. Every performance, every post, every speech carries the same heartbeat: to entertain with purpose and advocate with passion.

For the youth of Africa, her journey is a reminder that purpose can be found in the most unexpected places even in the sound of laughter. Her life proves that when talent is anchored in vision, it can spark transformation far beyond borders.

In a world that often silences women's voices, Felistus Nya-Uyu Ngwira has chosen to laugh louder, speak bolder, and shine brighter. She is more than a comedian; she is a cultural trailblazer, a voice of change, and a living testimony that one woman's creativity can influence a continent.

THE CULTURAL TRAILBLAZER WHO USES LAUGHTER TO HEAL AND TRANSFORM.

BY DAVID NTALASHA CHISHA

What makes Felistus Nya-Uyu Ngwira's story so inspiring is that she has turned laughter into a weapon of impact. Too often, we think comedy is only for entertainment, yet Nya-Uyu shows us it can be a tool for transformation, culture, and advocacy. Her crown as Malawi's "Queen of Vilekeke Queendom" was not handed to her, it was crafted through vision, creativity, and relentless courage to speak truths many would rather avoid. Her story is not just about comedy; it is about proving that purpose can hide in unexpected places, even in a joke that makes a nation pause and reflect.

As I reflect on her journey, here is my counsel to every dreamer:

- **Redefine what your gift means:** Nya-Uyu didn't limit comedy to laughter; she made it a mirror for society. Whatever your gift is; music, business, writing, use it to build and not just to entertain.
- **Speak in the language of the people:** By performing in Chichewa, English, and Tumbuka, she broke barriers and reached hearts across borders. Never underestimate the power of staying authentic to your roots while still embracing global relevance.
- **Let influence serve, not just shine:** With more than 523,000 followers, Nya-Uyu proves that numbers mean little if they don't translate to impact. True influence is not measured in followers, but in the lives transformed by your voice.
- **Turn platforms into pulpits:** Whether on stage, on social media, or on BBC Focus on Africa, she uses every space to advocate for education, women, and families. You too can turn your stage, whatever it looks like into a platform for purpose.
- **Carry responsibility with grace:** Nya-Uyu is a lawyer, entrepreneur, and advocate, yet she never loses the joy and light of her craft. Your life will demand balance; learn to carry both vision and responsibility with humility.
- **Let culture be your crown:** At a time when many abandon tradition, Nya-Uyu anchors her work in cultural pride, reminding us that identity is power. Wear your roots boldly, they are not a weight, but wings.

Nya-Uyu's life reminds us that laughter is not weakness, it is strength. She proves that women's voices, even when wrapped in humor, can shake nations, shift mindsets, and shape the future. Like her, dare to use your talent unapologetically, dare to speak for those unheard, and dare to shine so brightly that your creativity becomes a beacon for generations.



TO THE LEADERS OF AFRICA: THE CONTINENTAL BRAND: AFRICA'S NEXT GIANT LEAP

The time has come for our continent to rise not only in resources, but in reputation. Africa is bursting with talent, innovation, and creativity, yet too often the world overlooks what we produce. One bold, unifying step we can take is to launch a high-level **"Made in Africa"** campaign, an initiative that would showcase the very best of our continent and redefine how the world sees us.

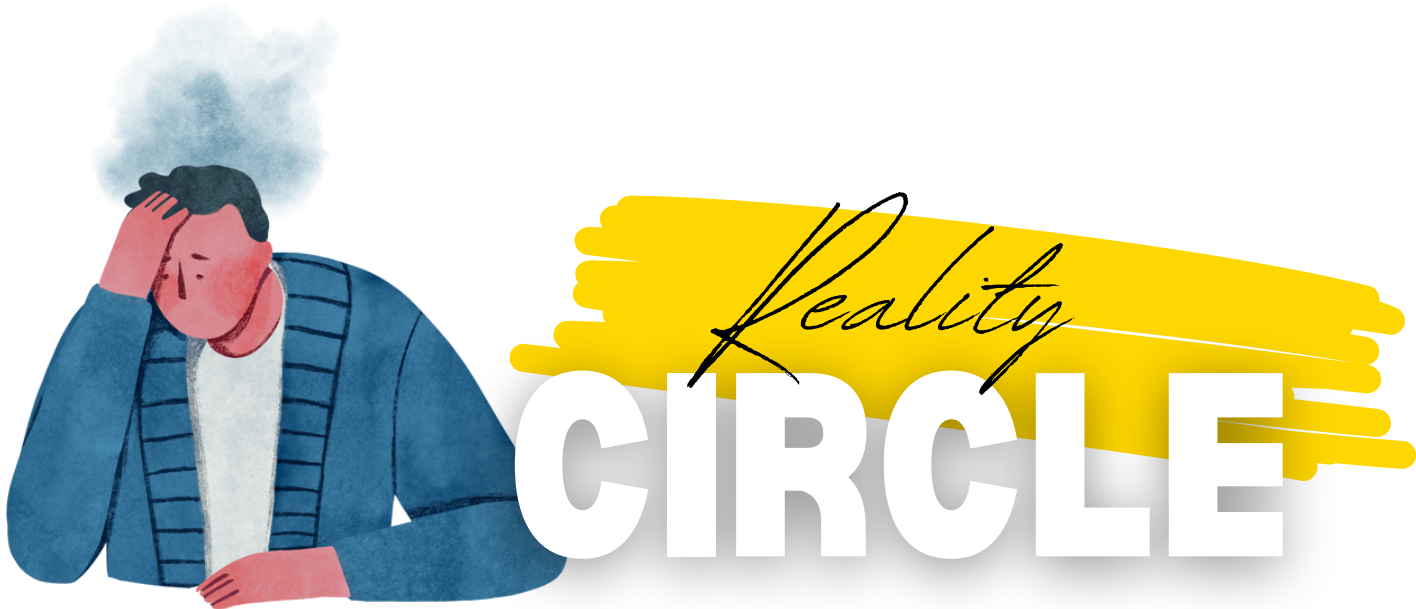
This campaign must celebrate the quality and craftsmanship of African goods from textiles and handicrafts to technology and agricultural exports. It must shout to the world that African products are not second-rate, but masterpieces forged with skill, dedication, and pride.

It must also highlight innovation, positioning Africa as a continent of solutions, not problems. Our tech hubs, creative industries, and forward-thinking entrepreneurs are already reshaping economies and solving challenges locally and globally. The world must know that Africa is a source of ingenuity that cannot be ignored.

And it must elevate sustainability, showing that African products are often crafted with ethical practices, respect for the environment, and a vision for future generations. Consumers around the globe are searching for products that do good, and Africa is uniquely positioned to meet this demand.

A united brand for Africa will be more than a marketing strategy, it will be a statement of identity, value, and ambition. When we speak with one voice, we can shift perceptions, create opportunities, and unlock the full economic potential of the AfCFTA. Together, we can transform Africa from a supplier of raw materials into a global hub of excellence, innovation, and sustainability.

Africa, the world is watching. Let us step boldly, brand ourselves with pride, and show what this great continent can truly achieve.



BREAKING THE SILENCE ON DEPRESSION

Hey African Youths,

Let me speak life into your soul today: You are needed. You are loved. You are not a burden. There is purpose in your breath and destiny in your steps even when it doesn't feel like it. We know life can feel heavy. Some days the silence is louder than the noise, and the weight in your chest is heavier than your backpack. Let's talk about it. Depression and suicide are not signs of weakness. They are real battles faced by strong people, people just like you.

WHAT IS DEPRESSION?

Depression is more than just a bad mood. It's a silent storm. It can look like being tired all the time, losing interest in things you used to love, struggling to focus, isolating yourself, or feeling like you're not enough. Sometimes, it whispers the lie that the world would be better without you.

But here's the truth: That's a lie. The world needs you. There's only one you and that's your superpower.

STATS TO KNOW

- Suicide is one of the leading causes of death among teens and young adults globally.
- More than 1 in 5 youths struggle with symptoms of depression.
- Many suffer in silence, afraid of being judged or misunderstood.
- Talking about it doesn't make it worse, it creates room for healing.

WHY JOIN THE MOVEMENT?

Because silence can suffocate but truth breathes life. We're creating a circle of courage, support, and healing.

This is about breaking the shame, standing up for one another, and choosing hope even when it's hard. You don't have to fake your smile. You don't have to fight alone.

LET'S TALK ABOUT IT

- Let's talk about the pressure to "be strong" all the time.
- Let's talk about the fear of opening up.
- Let's talk about crying in the dark and still showing up to class.
- Let's talk about therapy, prayer, and getting the help you deserve.

You are not broken. You are battling something and battles can be won.

TAKE ACTION NOW

- Speak Up: Tell someone you trust how you're really feeling. A teacher, a friend, a pastor, a parent. Help is real.
- Stay Connected: Don't isolate. Find your people, those who lift you, not judge you.
- Take Small Steps: Go outside. Drink water. Breathe. Write. Pray. Talk. Rest.
- Be the Light: Check in on your friends. Ask them how they really are. A message can save a life.

YOU ARE NOT ALONE

It's okay to cry. It's okay to not have it all together. But please, don't give up. You were not made to disappear. You were made to shine.

Healing is possible. Help is available. Hope is alive.

Let's make depression and suicide a conversation not a secret. Let's build a world where struggling is not shameful and asking for help is brave.



THE MIRROR MOMENT

*The Bridge Between Potential
and Power.*

It's time to look in the mirror and ask yourself some hard questions. Branding and value addition aren't just business buzzwords, they are the bridge between potential and power, between being overlooked and being unforgettable.

- **Are you packaging your gift with excellence, or leaving it raw and hidden?**
- **Are you adding value to what you carry, or offering the world the bare minimum?**
- **Are you intentional about how you present yourself, your work, and your ideas, or are you waiting for someone else to define you?**
- **Are you refining your skills, products, and services, or settling for "good enough"?**
- **Are you creating a brand that commands respect, or one that gets lost in the noise?**

Here's the truth: talent without branding is invisible, and resources without value addition are wasted. The world does not reward raw potential, it rewards refined excellence. Every day you delay in shaping your brand, the world forgets a little more about what you could have been. Every time you fail to add value, you hand over your wealth to those who will.

So ask yourself: Am I presenting my gift with excellence, or burying it in mediocrity?

The future will not be built by the most talented alone, but by those who refine their gifts and package them with pride. Step forward. Polish your brand. Add value to your vision. Protect your excellence. Present your work as worthy of the global stage. Because when you do, you won't just change your life, you'll redefine how the world sees Africa.

YOU ARE NOT ALONE!



RELATIONSHIPS

THOUGHTS OF
SUICIDE OR SELF-
HARM

MANAGING DAILY
STRESS

DEPRESSION &
HOPELESSNESS

ANXIETY & PANIC

Feeling overwhelmed? Struggling with anxiety, stress, or depression? Facing challenges in relationships? Battling thoughts you're too scared to share? We're here for you and we're listening.

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Don't fight your battles alone. Reach out today because
your life matters, and help is here.*



FAITH IN EVERY NOTE: MIRIAM'S GOSPEL MISSION.

AMBASSADOR OF THE WEEK

When you encounter Miriam Shekainah Kawangu, you quickly realize she is more than a singer, she is a vessel of the gospel, a believer whose ministry flows through melody. Her voice is not just music, it is a message; not just performance, but purpose. Through every song, Miriam preaches Jesus with power and draws hearts to the cross.

Raised in a Christian home, Miriam's foundation was laid early. Her parents, with steadfast faith, guided her toward Christ and nurtured her walk with God. Her father, Mr. Fickson Kawangu, ensured the family was given all that was possible; values, faith, and love that would anchor Miriam's life and ministry. It is within this environment of faith and devotion that her gift began to blossom, grounded in the truth of the gospel.

Her journey into music began in 2013, while still in Grade 9, when a spark was lit that would never be extinguished. What started as a simple passion soon became a calling. By 2016, Miriam had joined the celebrated Kings Malembe Malembe Band, a platform that sharpened her gift, stretched her capacity, and placed her in spaces where she could grow both as an artist and as a minister. Parallel to her music, she pursued a professional career in Occupational Health, proving that her strength lay not just in talent but in discipline and balance.

The path, however, was not without challenges. Like many who carry greatness, Miriam battled performance anxiety, the weight of standing on big platforms, and the fatigue of burnout. She learned firsthand that working with people is never easy, it requires patience, resilience, and a strong personality. Criticism came, as it does to anyone who dares to shine, but instead of breaking her, it built her. The struggle to guard her mental health, to balance personal life, academics, and ministry, became her training ground. Every obstacle forged her into a woman of substance; resilient, patient, and deeply anchored in God.

Her growth has been marked by bold steps of faith. She released her debut single, **Mwandabula**, meaning Rewarding, a song that echoes her testimony: that those who remain faithful to God will never be forgotten. It was not just a song, it was a declaration that her ministry was only beginning.

Looking ahead, Miriam's vision is clear: to rise as one of Africa's great gospel musicians, carrying songs that heal, restore, and win souls for the Kingdom. To her, music is not about fame or fortune; it is about impact. She dreams of leaving a legacy where her voice becomes a channel through which generations encounter God.

To the youth, her counsel is piercing in its simplicity yet profound in its truth: "Fix your focus on God and on winning souls for Jesus. Let your passion rise above money. Be patient. Train your ear to hear from God. And walk humbly enough to learn from those who went before you."

Miriam's story is a testimony that true greatness is not built in comfort but in consistency, not in applause but in perseverance. She is proof that when faith meets discipline, when talent meets resilience, and when passion is anchored in purpose, nothing can stop a believer from rising.

Her journey is still unfolding, but one truth is undeniable: Miriam Shekainah Kawangu is not just building a music career, she is building a ministry that will echo across generations.



EXCELLENCE IS THE BRAND THE WORLD CANNOT IGNORE.

When we think of the world's strongest brands, three names stand tall: Apple, Microsoft, and Amazon. Apple has turned design and innovation into more than technology; it's a lifestyle, a symbol of identity people proudly wear. Microsoft, through consistency and reliability, has become a global pillar, proving that trust and adaptability build influence that lasts decades. Amazon, with its relentless obsession for customer service, transformed convenience into an empire, showing that value and excellence open doors the world cannot ignore.

But these truths are not confined to the business world; they are ancient principles written into Scripture. Daniel's life was a brand of integrity so powerful even kings testified about it. Paul's relentless pursuit of his mission echoes Microsoft's consistency, his words still shaping nations thousands of years later. Elijah, with bold faith, branded himself as God's prophet through fire from heaven, while Mary's humility and obedience became her eternal identity. Their lives remind us that true branding is not a logo or slogan, it is the story you live, the values you embody, and the purpose you pursue.

Africa is overflowing with talent, creativity, and divine potential. Yet raw talent without refinement is invisible. To rise, we must package our gifts with excellence, build trust through integrity, and serve with purpose. When identity, consistency, and value meet, a brand is born that the world cannot overlook.

Your life is your brand. Your story is your message. Your purpose is your power. The question is not whether you are gifted, the question is, will you refine, package, and present those gifts with the excellence they deserve? The world is watching, and Africa is waiting. Brand your destiny. Shape your legacy. Let your life be the message that cannot be ignored.



REFUSE TO BURY YOUR GIFT

BY TLO-TLO

There is a gift inside you that heaven intentionally planted, a treasure meant to glorify God and advance His Kingdom. But here's the tragedy: too many go to the grave with their gift still buried, their purpose still locked within. They live cautious, fearful, or distracted, and the world never tastes what God placed in them.

The truth is, gifts unused are like seeds left in the packet, they never become the forest they were destined to be. God didn't put His Spirit in you for decoration; He placed it for demonstration. Your voice, your hands, your vision, your creativity, none of it is accidental. Heaven designed you to release something that carries eternal impact.

And yes, the enemy will whisper that you're not good enough, not ready, or not important. But that is his strategy: if he can silence you, he can rob the world of the light you carry. Child of God, don't let fear, doubt, or comfort bury what heaven planted.

Scripture says, "Do not neglect the gift that is in you" (1 Timothy 4:14). That's not a suggestion, it's a command. Your gift was entrusted to you for stewardship, not storage. So, rise up. Stir the fire. Use what God has placed inside you. Whether you preach, write, sing, build, lead, or serve, do it as unto the Lord. The Kingdom is waiting. Generations are watching. Creation is groaning for the sons and daughters of God to manifest.

Don't die with your song unsung, your book unwritten, your invention unbuilt, or your ministry unbirthed. Let your gift breathe. Let it shine. Release it fully, boldly, unapologetically for the glory of God.

This is your charge: refuse to leave this earth full. Empty yourself for the Kingdom.



Package YOURSELF

MS RUMBIDZAI PRAISE DHLAKAMA

Joseph had dreams, but in Pharaoh's hall,
It was wisdom and order that lifted it all.
The gift was within him, the vision was true,
But his presentation crowned what God let
him do.

David was chosen while tending the sheep,
But skill with the harp brought him into the
keep.
Anointing was present, yet excellence spoke,
And kings took notice each time that he
woke.

Esther found favor, not beauty alone,
But courage and timing prepared her for
throne.
She packaged her purpose with fasting and
prayer,
And heaven responded, her people were
spared.

Jesus Himself, though divine from His birth,
Chose carpentry's trade to show value on
earth.
Until the appointed time came to reveal,
That the Savior was packaged for mankind
to heal.

The treasure within you is holy, profound,
But polish it well so its worth can resound.
For faith without works is like light under
shelves,
Shine forth your purpose, package
yourselves.



MALAWI UNCOVERED: 10 THINGS YOU DIDN'T KNOW.

1. Lake Malawi Holds More Fish Species Than Any Other Lake on Earth

Known as the "Calendar Lake" because it stretches about 365 miles long and 52 miles wide, Lake Malawi is a UNESCO World Heritage Site and home to more freshwater fish species than anywhere else in the world.

2. Malawi Once Had the World's Youngest Female Cabinet Minister

Agnes Muluzi, at just 25 years old, made history when she was appointed to cabinet. Malawi continues to be a groundbreaker in women's leadership.

3. The Country's Name Has a Deep Historical Meaning

"Malawi" is derived from the word "Maravi," an ancient kingdom that means "flames." This name reflects the fiery spirit and resilience of the Malawian people.

4. Malawians Celebrate the Gule Wamkulu - The Great Dance

This UNESCO-recognized cultural dance, performed by the Chewa people, is more than entertainment. It is a sacred ritual carrying spiritual and ancestral meaning.

5. Malawi is Home to Africa's Only Tea-Tasting College

In the lush highlands of Thyolo, Malawi produces some of the world's finest tea. It's also one of the few places where tea tasting is taught as a professional skill.

6. Malawian Inventor William Kamkwamba Lit Up His Village with a Windmill

As a teenager, William built a windmill from scrap materials, bringing electricity to his home. His story became a global sensation and inspired the Netflix film *The Boy Who Harnessed the Wind*.

7. The Warm Heart Beats Loudest in Its People

Ask anyone who's visited, and they'll tell you, Malawians are some of the friendliest and most welcoming people in the world. Hospitality is not just culture; it's identity.

8. Malawi Has Produced World-Class Athletes

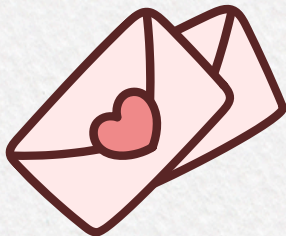
From Catherine Lungu in athletics to netball champions who dominate on the global stage, Malawians have shown that talent thrives even where resources are limited.

9. Lilongwe Hosts a Statue of Mahatma Gandhi

Few know that Malawi is one of the countries where Gandhi lived and left a legacy. His statue in the capital city is a reminder of global historical connections.

10. Malawian Creativity is Shaping Africa's Story

From comedians like Felistus "Nya-Uyu" Ngwira, to artists, musicians, and writers, Malawi continues to export creativity, blending culture with influence across Africa and the globe.



A LOVE LETTER TO MY *Daughters*

My Precious Daughters,

The world may applaud beauty, status, and fleeting success, but true greatness is hidden in how you package yourself and the value you bring to others. Branding is not about showing off, it is about showing forth the treasure God placed within you. When you understand your worth in Christ, you don't settle for cheap imitations of success, you rise to the standard of excellence heaven has designed for you.

Proverbs 22:29 declares, "Do you see a man diligent in his work? He will stand before kings; he will not stand before obscure men." Diligence is a form of branding. Excellence is value addition. Joseph didn't just interpret dreams, he presented wisdom with clarity, order, and strategy, and it positioned him before Pharaoh. Ruth didn't just glean in the fields—she carried herself with humility and honor, and it opened the door to her destiny with Boaz. Even Jesus said, "Let your light so shine before men, that they may see your good works and glorify your Father in heaven" (Matthew 5:16). Your good works are your packaging; they are how the world recognizes God's hand upon you.

My daughters, never neglect the gift within you, but also never ignore how you present it. The oil on David's head made him king, but the skill in his hand playing the harp brought him into the palace. The anointing will open doors, but your excellence will keep them open. When you add value through learning, discipline, and integrity, you make yourself unforgettable in the places God sends you.

So I charge you today: package yourself with dignity, clothe yourself in wisdom, and adorn yourself with excellence. Let your life reflect God's beauty in every detail. Don't just be anointed; be prepared, polished, and positioned. This is how you will stand out, not only in your generation, but for generations to come.

*With all my love,
Mrs. Bupe Mwape Chisha
CEO, Arise Magazine*

#ValueDriven #AriseWomen #ExcellenceOpensDoors



**"BRANDING GIVES VISIBILITY,
BUT VALUE SUSTAINS
CREDIBILITY. TOGETHER, THEY
CREATE LEGACY."**

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