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arise

OABONA MATILDAH LETSHUTI

FROM SAFETY
PROFESSIONAL TO
PURPOSE-DRIVEN LEADER

Unlocked
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CONTRIBUTORS

MS OABONA MATILDAH LETSHUTI
DR KEOTSHEPILE MOTSEONAGENG
DR. POOJA GUPTA
MS PERRINE NKENE MBA
MS MIRIAM NYIMBIRI
MS BUPE CHISHA

THE VISIONARY

DAVID NTALASHA CHISHA

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Dear Reader,

Welcome to our UNLOCKED edition, a celebration of possibility, purpose and the power within Africa's rising generation.

Africa is home to one of the world's youngest populations, but youth alone does not create transformation. Potential must be developed, purpose must give it direction, and action must turn it into impact.

In this edition, we explore what happens when people refuse to remain confined by their circumstances, identities or expectations. Through stories of innovation, leadership, entrepreneurship, technology and personal transformation, we meet people who have turned what they carry into something that serves others.

Our central feature, Potential. Purpose. Power., is an invitation to look inward and ask a deeper question: What is waiting to be unlocked within you?

Whether you are beginning your journey or entering a new chapter, remember that becoming is not a destination. There is always another level to learn, build, contribute and become.

Unlock your mind. Unlock your potential. Unlock your purpose. Unlock your power

Africa's future is waiting for what you choose to become.

Warm regards,
Ntalasha Chisha
Founder & Visionary
Arise Africa Magazine



POTENTIAL. PURPOSE. POWER.

Africa is entering one of the most consequential periods in its modern development. Roughly 60 percent of the continent's population is under the age of 25, giving Africa an extraordinary demographic advantage at a time when technology, entrepreneurship and new forms of work are reshaping the global economy. But a young population does not automatically produce prosperity. The opportunity becomes meaningful only when young people have the education, skills, access, networks and economic opportunities required to turn ability into results. Sub-Saharan Africa will need to create around 15 million jobs every year simply to keep pace with its growing working-age population. This is where the idea of being UNLOCKED becomes more than a theme. It becomes a challenge to a generation: Potential. Purpose. Power.

1. UNLOCKING POTENTIAL: THE RAW MATERIAL OF INNOVATION

Potential is what exists before achievement becomes visible. Across Africa, young people are already demonstrating what becomes possible when creativity meets technology. In financial services, mobile technology has expanded access to payments and financial tools in markets where traditional banking infrastructure has historically been limited. In agriculture, digital platforms are connecting farmers with information, markets and financial services. In Ethiopia, for example, more than 3,000 digital firms were licensed between 2020 and 2024, while mobile money users grew to more than 60 million by early 2025. These developments point to something larger than technological adoption. They show young Africans increasingly using technology to solve problems that are distinctly African. Yet potential needs an environment in which it can grow. Education must develop critical thinking, technical competence, creativity and digital skills alongside traditional academic knowledge. The World Bank identifies digital skills as fundamental to adapting to changing job markets and highlights the importance of stronger connections between education and industry. Potential is therefore not simply about what young Africans possess. It is also about whether society gives them the opportunity to develop it.

2. DISCOVERING PURPOSE: THE ANCHOR OF DIRECTION

Potential without direction can remain scattered. Purpose gives capability a reason to exist. The question facing a young entrepreneur, professional, researcher or creative is not only, "What can I do?" It is also, "What problem am I willing to spend my life helping solve?" Across Africa, some of the most meaningful innovations have emerged from that connection between need and possibility. A farmer needs better access to markets. A small business needs affordable financial services. A rural community needs reliable electricity. A young person needs access to skills and opportunity. Purpose begins when personal ambition connects with a problem larger than the individual. This does not mean every young person must build a technology company or solve a continental crisis. Purpose can be found in teaching, healthcare, agriculture, creative industries, engineering, public service, entrepreneurship or community leadership. What matters is the connection between what you are capable of doing and the value you want your life to create.



3. UNLEASHING POWER: FROM POTENTIAL TO EXECUTION

Power is what happens when potential and purpose are translated into action. Africa does not lack ideas. The challenge is moving more ideas from imagination into implementation, and from small experiments into sustainable enterprises, institutions and systems. The World Bank reports that digital technologies can contribute to job creation, entrepreneurship, innovation and productivity, while also emphasising that affordable connectivity, skills and enabling policies are necessary to realise those benefits. That means the next generation must learn not only how to imagine, but how to execute. It must understand finance, leadership, communication, technology, collaboration and resilience. It must learn how to turn a prototype into a product, a campaign into a movement and an idea into an institution. Power is not simply having influence. Power is having the capacity to make something happen.

THE UNLOCKED GENERATION

Africa's youth should not be viewed only as beneficiaries waiting for opportunities to be created for them. They are potential entrepreneurs, scientists, farmers, engineers, artists, policymakers, researchers, educators and community leaders who can participate directly in shaping the continent's future. The African Development Bank describes the continent's youth as a major asset, while warning that much of this potential remains constrained by unemployment, vulnerable work and limited economic opportunity. Unlocking Africa therefore requires both individual transformation and structural change. Young people must cultivate skills, discover purpose and develop the discipline to execute, while governments, businesses, universities, investors and communities must create environments in which talent can actually flourish. The opportunity is enormous, but opportunity alone is not enough. Potential is what you carry. Purpose is why you use it. Power is what happens when you act on it.

Africa's next chapter will be shaped by what its rising generation chooses to do with what it has been given. The question is not whether Africa has potential. The question is whether we will unlock it.

THE ARISE QUOTE

**“WHAT IF THE LIFE YOU KEEP
WAITING FOR IS HIDDEN
INSIDE THE COURAGE YOU
KEEP POSTPONING?”**



STOP THINKING SMALL

Sometimes the biggest prison is not where you live, what you have, or what you lack. It is what you have convinced yourself is impossible. Before you can unlock your potential, you must first unlock your mind. The beliefs, assumptions and fears we carry can quietly determine how far we are willing to go, even when our abilities could take us much further. An unlocked mind begins to ask different questions, imagine different possibilities and recognise opportunities where others may only see limitations.

Berry Heart's journey offers a powerful example. She began as a poet, musician, performer and writer, but refused to remain confined to one identity. Her creative expression expanded into fashion, entrepreneurship, intellectual property, advocacy, authorship and public leadership. Her story demonstrates that growth often begins when we give ourselves permission to become more than the person we were at the beginning.

Dr. Pooja Gupta's journey reflects another dimension of an unlocked mind. Her progression across technology, business, research, Artificial Intelligence and digital transformation shows the value of remaining curious and continuously expanding what you know. Her story reminds us that relevance requires a willingness to keep learning rather than becoming comfortable with yesterday's knowledge.

Unlocking your mind means becoming curious enough to ask better questions and courageous enough to challenge assumptions that have limited you. It means understanding that a path can be unfamiliar without being impossible, and that failure can be information rather than a final verdict.

It also means learning to think critically in a world filled with information. An unlocked mind does not simply accept every idea it encounters; it examines, questions, connects and learns before deciding what to believe.

Your first career does not have to be your final calling. Your first idea does not have to be your greatest one, and your current circumstances do not have to define the full measure of your capacity.

Unlock your mind, and you create room for possibility. Unlock possibility, and you give your potential somewhere to go. The first breakthrough may not happen around you. It may happen within you.

FROM SAFETY PROFESSIONAL TO PURPOSE-DRIVEN LEADER

For more than a decade, Oabona Matildah Letshuti has built her career around a profession where the consequences of decisions can be measured in human lives. A Botswana SHEQ professional, trainer, mentor, author and speaker, her experience spans occupational health and safety, mining, construction, petroleum and management systems.

Her journey, however, has increasingly moved beyond compliance and technical expertise towards leadership, mentorship, professional development and creating safer environments for people. Oabona began her professional journey with a Diploma in Occupational Health and Safety, completed in 2014, before pursuing a Bachelor of Science in Occupational Health and Safety.

She has continued to deliberately invest in her professional development through training in ISO management systems, incident investigation, ICAM, training and assessment and other areas of SHEQ practice. Her career has largely been shaped by the mining industry, where she has worked across different environments and business functions.



She currently serves as a SHE Officer with Naledi Mining Services within the Debswana environment, supporting work around SHE assurance, risk management, audits, incident learning, management systems, training and workplace safety improvement. Her contribution has included developing SHE assurance frameworks and minimum requirements, supporting management-system implementation, training hundreds of people and participating in initiatives aimed at reducing workplace risks.

WHEN KNOWLEDGE BECOMES IMPACT

For Oabona, occupational safety is not simply about enforcing rules. Her approach centres on educating and involving people in the safety process. “I believe in teaching, not policing,” she says, reflecting her view that lasting safety cultures require understanding, ownership, psychological safety and personal responsibility. That philosophy has also shaped her work beyond the workplace. Through mentorship, coaching, guest lecturing, professional speaking and community initiatives, she has supported emerging professionals and young people navigating their careers and leadership journeys. She founded ProSAFE Consulting, creating another platform through which she contributes to safer workplaces, stronger professionals and more capable organisations. She is also the founder and mentor of the Motheo Mentorship Programme. Writing has become another part of that contribution. As an author, Oabona uses her experiences to explore resilience, personal growth, safety culture, leadership and navigating difficult seasons. Her work reflects a belief that knowledge becomes more valuable when it is shared. Her involvement with Boitekanelo College as an alumna, alongside her leadership and community engagement, further reflects her commitment to professional development and giving back.

IMPACT IS GREATER THAN TITLES

Oabona's journey has not been without setbacks. There have been periods of disappointment, professional challenges and moments when opportunities did not come as expected. Those experiences, however, strengthened her resilience and shaped her understanding of leadership. She learned that influence is not always dependent on position. There are opportunities to lead without a formal title, create solutions without waiting for an invitation and continue developing others even when recognition is delayed. That perspective informs one of the messages she now carries strongly: impact is greater than titles. For Oabona, professionals should not wait for permission to become who they are capable of becoming. They can begin contributing, learning and creating influence from wherever they are.

A WOMAN BUILDING THE NEXT GENERATION

A significant part of Oabona's professional focus is the advancement of women in traditionally male-dominated industries. She is passionate about safety leadership, organisational culture, mentorship and professional development, particularly in environments where women continue to navigate complex leadership spaces. Her professional recognition includes the Women in Mining Botswana Excellence in SHE Award in 2025 and the SHEQ Knowledge Catalyst Award at the Botswana SHERQ Impact Awards 2026, where she received Judges Special Recognition.

THE LEGACY QUOTE

“LEADERSHIP IS NOT ABOUT THE POSITION YOU HOLD, BUT THE LIVES YOU INFLUENCE. I WANT TO RISE IN A WAY THAT CREATES ROOM FOR OTHERS TO RISE WITH ME.”

**OABONA MATILDAH
LETSHUTI**



She was also an AfriSAFE 2025 finalist in the Outstanding Woman in Safety category and has received recognition through professional and industry nominations across SHEQ, leadership, mentorship and impact. She has also been recognised as a SHEQ Queen by Global SHEQ Consulting & Training. In 2026, her contribution to the mining conversation expanded further when she was invited to serve as a WIMCON moderator for a panel focused on women influencing decisions across the mining sector. For her, such opportunities represent more than professional recognition; they create platforms to contribute to conversations that can influence the future of the industry.

STILL BECOMING

Oabona's vision extends beyond her own career. She wants to contribute to a generation of African professionals who are technically competent, purpose-driven, courageous and committed to making a difference beyond themselves. Her ambition is to continue growing as a SHEQ leader, thought leader, mentor, author, trainer and speaker while expanding her contribution across Africa and beyond. At the heart of that vision is a simple principle: build a career while building people, pursue excellence while serving others, and rise without forgetting those who are still finding their way. Her story demonstrates that becoming is not about reaching a final destination. It is a continuous process of learning, adapting, serving and creating impact. Oabona is still learning. Still mentoring. Still writing. Still building. And that may be the most compelling part of her story. True leadership is not measured only by how far you rise, but by how many people rise because you chose to lift them.



THE LEGACY FRAMES



UNLOCK YOUR CONTINUOUS LEARNING: THE SKILL THAT KEEPS YOU RELEVANT

Your degree may open the door, but continuous learning determines how prepared you are for what comes next.

Dr. Pooja Gupta's journey offers a powerful example of why learning should never end with a certificate. Her academic path has taken her through a Bachelor of Technology, Master of Technology, MBA and Doctorate in Artificial Intelligence and Machine Learning, complemented by executive certifications, research and continued engagement with emerging technology.

What makes her journey significant is not simply the number of qualifications she has accumulated, but how she has continued to apply what she learns. Her work across Artificial Intelligence, digital transformation, project management and public sector innovation demonstrates an ability to keep developing as the world around her changes.

For a young person entering today's rapidly changing professional environment, this carries an important lesson. Do not build your future around what you already know. Build it around your ability to learn what you do not yet know.

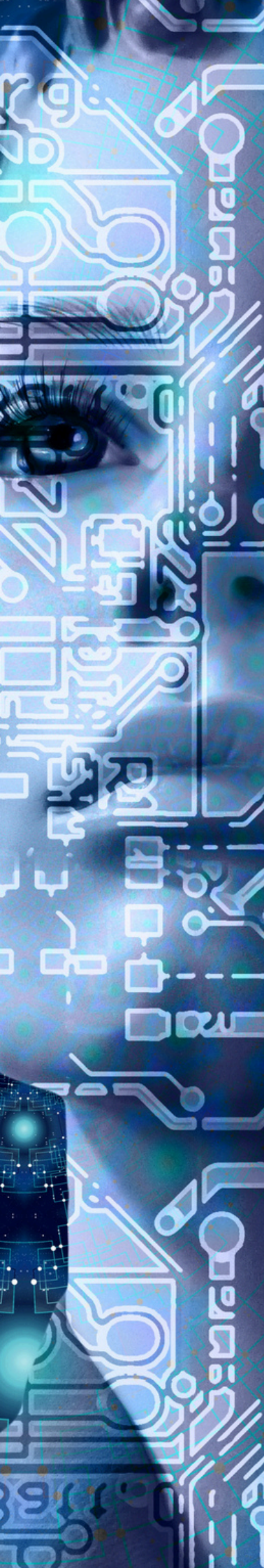
Continuous learning means remaining curious when you become comfortable, acquiring new skills when your current ones are no longer enough, and being willing to enter unfamiliar areas when new opportunities emerge. It means understanding that relevance is not a permanent achievement, but something you continue to earn through growth and adaptation.

Dr. Gupta's story reminds us that the future belongs not only to those who are talented, but to those who remain teachable.

Keep learning. Keep evolving. Keep expanding your capacity.

Because what you know today may define where you begin, but what you are willing to learn tomorrow can determine how far you go.





UNLOCKING AFRICAN POTENTIAL: THE POWER OF YOUTHFUL INNOVATION

Africa stands at a defining crossroads. With more than 60 percent of its population under the age of 25, the continent's greatest resource is not only beneath its soil, but also in the ideas, energy and ambition of the young people walking across it. Unlocking this demographic potential is no longer simply an opportunity for economic growth; it is an urgent pathway towards Africa's future.

A CONTINENT OF DIGITAL PIONEERS

Across vibrant innovation hubs from Lagos and Nairobi to Kigali and Cairo, young Africans are increasingly transforming ideas into solutions that respond to the realities around them. They are not simply consuming global technology; they are adapting and creating solutions designed for African challenges. In **financial technology**, young entrepreneurs are developing mobile money and digital banking solutions that are expanding access to financial services and connecting people who have traditionally remained outside formal banking systems. In **agriculture**, innovators are using data, artificial intelligence and digital platforms to help farmers access information, improve productivity and connect with markets, creating new possibilities for an industry central to Africa's economic future. In **clean energy**, youth-led enterprises are exploring renewable energy solutions that can expand access to electricity while responding to the continent's growing energy needs. These innovations demonstrate what becomes possible when young people are given the opportunity to transform problems into ideas and ideas into solutions.

OVERCOMING STRUCTURAL BARRIERS

Yet potential alone is not enough. Across the continent, young innovators continue to encounter barriers including limited access to quality education, inadequate financing, scarce mentorship and regulatory environments that can make it difficult for new enterprises to grow. Education must evolve alongside the economy. Young people need more than theoretical knowledge; they need digital literacy, critical thinking, practical skills, entrepreneurship and opportunities to apply what they learn. At the same time, governments, investors, businesses and institutions have an important role to play in creating environments where promising ideas can move from conception to implementation.

THE CATALYST FOR GLOBAL PROSPERITY

When Africa invests in its young people, the benefits extend far beyond individual careers. A young entrepreneur who creates jobs, an innovator who improves agricultural productivity, or a technologist who develops a solution to a local challenge can create value that reaches entire communities. Africa's youth should therefore not be viewed merely as beneficiaries of development, but as builders of the continent's future. The question is no longer whether African young people have the creativity to innovate. The greater question is whether Africa will create the conditions that allow that creativity to flourish.

Unlocking African potential means giving young people the knowledge, resources, networks and freedom to turn possibility into progress. When Africa unlocks its youth, it unlocks its future.

BOOKS OF THE WEEK

Read. Reflect. Unlock More.

Growth begins when you become willing to challenge what you know, rethink what you believe and discover what you are capable of becoming. These three books explore mindset, courage and the journey of turning potential into purposeful action.

01. THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE: STEPHEN R. COVEY

Build from the inside out. Covey explores principles of personal effectiveness, responsibility, priorities and purposeful living.

The lesson: Change begins with the choices you make every day.

02. MINDSET: CAROL S. DWECK

Your beliefs about your abilities can influence how you respond to challenges, setbacks and opportunities. Dweck introduces the distinction between fixed and growth mindsets.

The lesson: What you believe you can develop can change how you approach what is possible.

THE ARISE CHALLENGE

For the next 7 days, choose one thing you have been postponing, avoiding or telling yourself you will do “someday” and take one meaningful step toward it every day. Make the call. Send the message. Start the application. Finish the proposal. Learn the skill. Have the conversation. Begin the project.

It does not have to be a big move. It just has to be a real one. At the end of each day, ask yourself:

“Did I move one step closer today?”

DID YOU KNOW?

Avoidance can keep potential trapped in intention. Action creates evidence. Every time you take a step despite uncertainty, discomfort or fear, you prove to yourself that you can move forward. You do not need to have everything figured out before you begin. This week, stop waiting for the perfect moment. Take the step. Unlock the next one.

TOOLBOX

THIS WEEK'S TOOL: NOTION AI

Go beyond taking notes. Notion AI helps you organise ideas, write, summarise information and manage projects in one workspace, making it easier to turn scattered thoughts into clear plans and meaningful action.

WHY IT MATTERS

Pioneers do not simply have ideas. They capture them, develop them and turn them into action. Notion AI can help bring structure to your thinking, organise your priorities and keep your work moving forward. Don't just have ideas. Organise them. Build on them. Act on them.



FROM POTENTIAL TO PURPOSE: UNLOCK WHAT'S INSIDE YOU

Keotshepile Motseonageng, popularly known as Berry Heart, offers a powerful example of what it means to continually grow into your potential. Her journey from poetry and performance into fashion, entrepreneurship, intellectual property, advocacy, authorship and public leadership shows that destiny can unfold through many chapters.

1. START WITH WHAT YOU HAVE

Berry Heart began with creativity, using poetry, music, performance and writing as her earliest forms of expression before transforming that creativity into a recognised platform and commercial ventures. Your starting point does not have to be perfect; develop the ability, idea or passion already in your hands and allow it to grow.

2. DO NOT ALLOW ONE IDENTITY TO DEFINE YOU

Berry Heart did not abandon the poet when she became an entrepreneur, nor did entrepreneurship erase her creative identity when intellectual property, advocacy and leadership became part of her journey. Allow every chapter to expand you rather than limit you, because what you are today does not have to define everything you can become tomorrow.

3. TURN TALENT INTO SOMETHING YOU CAN BUILD

Through Berry Heart Creations and other ventures, Berry Heart demonstrated how creativity can become enterprise when talent is combined with strategy, discipline and commercial thinking. Learn to transform what you are good at into something that creates sustainable value.

4. LEARN TO OWN YOUR VALUE

Her journey into intellectual property strengthened her understanding that Africans must not only create, but also protect, commercialise and develop what they create. Learn the value of your ideas, your work and your identity, and understand how to protect what you build.

5. LET YOUR INFLUENCE BECOME USEFUL

Berry Heart extended her influence into advocacy, mentorship and social initiatives supporting women, girls and children. As you grow, use your knowledge and platform to create opportunities for others.

6. BUILD FOR THE FUTURE, NOT JUST FOR THE MOMENT

Motherhood strengthened Berry Heart's understanding of legacy and encouraged her to think about building assets, institutions and opportunities that can continue beyond her. Ask yourself what you are building that can outlive your present success.

7. KEEP MOVING INTO YOUR NEXT CHAPTER

Berry Heart's evolution shows that becoming is continuous. Keep learning, reinventing and stepping into new possibilities as your capacity grows.

THE UNLOCKED LIFE

Unlocking your destiny is not about becoming someone else; it is about discovering how much more you are capable of becoming.

INFLUENCE. INTEGRITY. IMPACT. LEGACY.



BRANDING UNLOCKS YOUR DESTINY: BUILDING THE NAME BEHIND THE VISION

Before people buy your product, follow your leadership or trust your expertise, they encounter one thing first: your brand.

Branding is often reduced to logos, colours, photographs and social media pages, yet a powerful brand goes much deeper. It is the identity you build, the values you communicate, the reputation you earn and the experience people consistently associate with your name. Your brand is not simply what you say about yourself; it is the expectation you create and the experience you consistently deliver.

Consider the power of M-PESA in Kenya. What began as a mobile money service developed into a name strongly associated with convenient digital financial transactions and greater access to financial services. The lesson extends beyond technology: when a brand consistently solves a real problem and communicates its value clearly, its name can become shorthand for the experience it provides.

The same principle applies to your personal brand. Your name should eventually communicate something before you even enter the room.

Begin by asking yourself what you want to be known for. Develop expertise that gives your name substance, communicate your story consistently and ensure that your actions match the values you claim to represent. Visibility without value may attract attention, but consistency and credibility are what make recognition last.

Your brand is also being built when nobody is watching. Every project, conversation, decision and relationship contributes to what people eventually believe about you. You are already building a brand through your choices, your work and the way you treat people. The question is whether you are building it intentionally or allowing circumstances to define it for you.

A powerful brand does not simply make you recognisable; it gives your work context, creates trust and can open doors to opportunities that align with your vision. When your identity, value and purpose align, your name can become more than a name. It can become a platform for the destiny you are building.

WHAT I WOULD TELL MY YOUNGER SELF



I would tell my younger self: trust the journey, even when you cannot yet see where it is taking you.

Growing up and studying in Libreville, I could not have imagined that my path would take me to Stellenbosch and Cape Town in South Africa, then back to Gabon, before opening new chapters in Dubai and France. At every stage, I was learning something not only through education and work, but through people, cultures, challenges and unfamiliar environments.

South Africa taught me to expand my horizons. My experience in Gabon introduced me to the realities of working in one of the country's key industries. Dubai exposed me to a completely different professional and cultural environment, while France gave me another perspective on work and society. Looking back, I realise that none of those chapters was wasted. They were all preparing me for the person I would eventually become.

I would tell my younger self not to be afraid of going far to learn. Sometimes you have to leave what is familiar to discover what you are capable of. But I would also say: never allow distance to disconnect you from your roots.

On 30 August 2023, when I made the decision to return to Gabon, I understood something more deeply: sometimes the purpose of going away is not simply to build a life somewhere else. Sometimes it is to gather knowledge, experience, relationships and perspective that you can eventually bring home.

Returning was not about going back to the person I was before I left. I was returning as someone transformed by the journey.

So I would tell my younger self: learn widely, dream boldly, embrace different cultures, build your experience and never underestimate what your journey can prepare you to do.

But above all, remember this:

Success is not only about how far you go. It is also about what you bring back, who you lift along the way, and what you choose to give to the place you call home.

One day, you may realise that the journey away was never an escape from home. It was preparation for your return.



**"THERE IS A VERSION OF AFRICA
THAT EXISTS ONLY WHEN ITS YOUNG
PEOPLE STOP ASKING WHAT IS
POSSIBLE AND START BUILDING IT."**

ARISE AFRICA MAGAZINE – PRIME EDITION SPOTLIGHTS LEADERS, INNOVATORS, AND INDIVIDUALS WHO ARE SHAPING AFRICA'S FUTURE. THIS EDITION IS DEDICATED TO INSPIRING, IMPACTING, AND EMPOWERING YOUNG PEOPLE WITH PRACTICAL TOOLS AND TRANSFORMATIVE INSIGHTS TO LEAD PURPOSE-DRIVEN LIVES.



+260 954 178 181



dcntalasha@gmail.com



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LEADERSHIP • INFLUENCE • LEGACY