EDANA

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October 2023 Edition

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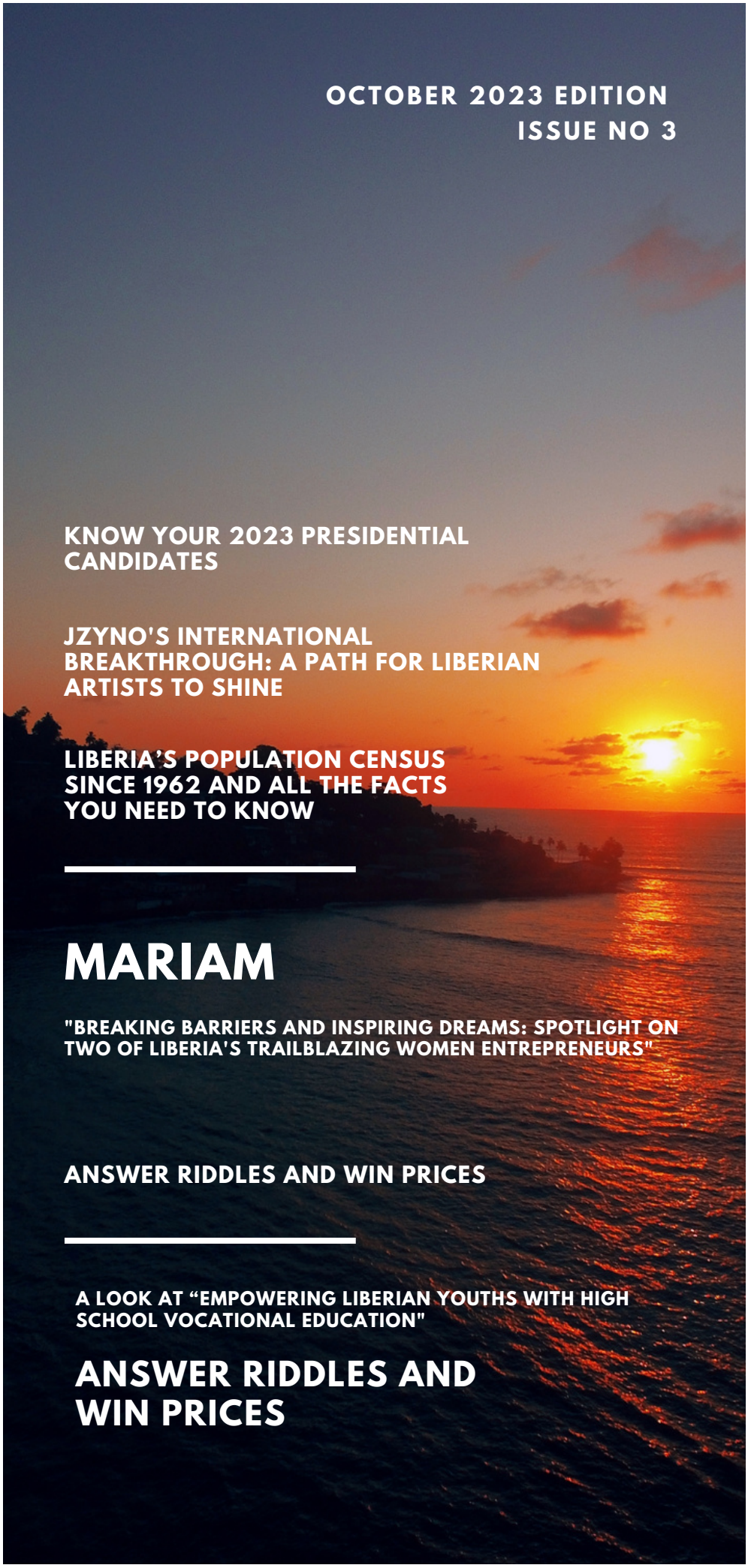

KNOW YOUR 2023 PRESIDENTIAL CANDIDATES

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MARIAM

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ANSWER RIDDLES AND WIN PRICES

Republic of Liberia

Know your 2023 Presidential Candidates

1. EDWARD W. APPLETON, JR,
2. JOSEPH N. BOAKAI
3. ALLEN R. BROWN, JR,
4. ALEXANDER B. CUMMINGS
5. SIMEON C.M FREEMAN
6. TIAWAN SAYE GONGLOE
7. LUSINEE F. KAMARA, SR.
8. DAVID GB KIAMU
9. ALEXANDER N. KOLLIE
10. SHEIKH A. KOUYATEH
11. BENDU ALEHMA KROMAH
12. RICHARD SAYE MILLER
13. CLARENCE K. MONIBA
14. ROBERT FRANZ MORRIS
15. SARA BEYSOLOW NYANTI
16. WILLIAM WIAH TUIDER
17. JOSHUA TOM TURNER
18. GEORGE MANNEH WEAH
19. JEREMIAH Z. WHAPOE
20. LUTHER N. YORFEE

"BREAKING BARRIERS AND INSPIRING DREAMS: SPOTLIGHT ON TWO OF LIBERIA'S TRAILBLAZING WOMEN ENTREPRENEURS"

The Liberian society is witnessing the rise of young entrepreneurs, and among them, women are making remarkable strides, breaking down gender barriers and stereotypes that once held them back. This wave of female entrepreneurship not only empowers women individually but also contributes to Liberia's overall economic growth and development.

These young Liberian women bring fresh perspectives and innovative solutions to the forefront, addressing critical issues like unemployment, poverty, and access to essential services with unwavering creativity and determination. Their participation in entrepreneurship holds the promise of positive change, and their success stories, like those of Satta Wahab and Christollie Ade Suah, serve as beacons of inspiration for others.

Edana Magazine's spotlight on these exceptional individuals in October amplifies their achievements and encourages more women to embrace entrepreneurship. This active involvement of women in business not only warms our hearts but also paves the way for positive social and economic transformation in Liberia. Let's take a moment to relax, savor our favorite beverage, and dive into these interviews where we'll uncover hidden insights and motivational gems that can propel both seasoned entrepreneurs and those just starting their journey towards remarkable success.

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Satta Wahab, the founder of Naz Natural, is an undeniably remarkable visionary. She started Liberia's first natural hair care company at just 21 years old and has worked diligently to turn it into a thriving success. An interview with this young, accomplished entrepreneur was an absolute delight.

Why did she decide to start her own business?
Satta was inspired by the challenges faced by women in the beauty industry. She noticed a lack of suitable hair care products for African textured hair in Liberia, and this inspired her to start Naz Naturals. Her goal is to redefine beauty standards by offering affordable and safe products that cater to the needs of Liberian women and allow them to celebrate their African culture.

The beginning of everything is hard; lets look at Satta's greatest challenge in your start up stage and how she overcame it?
One of the greatest challenges she faced during the startup stage was a lack of access to sufficient capital. In a country where access to funding and financial resources can be limited, it was difficult to secure the necessary funds to get her business off the ground. As a result, she started with just $100 of her own savings. As inspiring as it sounds to start a business with $100, it's the most challenging and stressful thing one can do.

What advice would you give to someone just starting their own business?
Pay yourself! It saves you and the business a lot of stress. Satta claims she had learned that the hard way!

"BREAKING BARRIERS AND INSPIRING DREAMS: SPOTLIGHT ON TWO OF LIBERIA'S TRAILBLAZING WOMEN ENTREPRENEURS"

W**hat are the secrets to your success?**
The entrepreneur attributes her success to her supportive community. She highlights the significant roles played by her family, especially her mother, who helped with various tasks, and her friends who assisted with sales, modeling, testing, and business management. Her partner pushes her out of her comfort zone and also contributes as a graphic designer. She also mentions a mentor who asks tough questions with compassion and praises the entire community of women in Liberia, especially the young women, for their trust and contribution to her brand's growth and impact.

When the going gets tough, what keeps you going?
The entrepreneur strongly believes that her mission goes beyond personal success. She feels a sense of responsibility towards women and girls in Liberia, aiming to help them feel beautiful and confident. She also aspires to extend this responsibility to women and girls across the entire continent

Christollie

Now, let's immerse ourselves into our conversation with Chrisollie Ade Suah, the founder of The Lunchbox, a local eatery renowned for its delectable Liberian cuisine. Her responses are as flavorful as her food, so brace yourself for this mouthwatering responses, perfect for your entrepreneurial palate.

What are your tips for growing a company?
Christollie believes that there are numerous strategies to grow a business, but the key is having a clear vision and well-defined goals. This vision serves as the foundation for choosing the right strategy and implementation plan. To grow a business successfully, one should first identify their business's direction and growth potential, which then enables the setting of achievable goals and the development of an effective implementation plan.

How does your business look different now vs. when you first started?
The entrepreneur reflects on the evolution of her business over four years. Initially operating from her house, the business has grown to include a central location in Monrovia, serving a daily customer base of twenty to fifty people. They have expanded their offerings beyond lunches to include spices and natural juices, and they now have a physical location for on-demand orders and deliveries. While acknowledging progress, the entrepreneur remains focused on the many ongoing challenges and her ambitious goals for the future.

What would you change about your business journey if you could go back?
Christollie, CEO of The Lunchbox expresses a desire to change one aspect of her journey, wishing she hadn't started a second business simultaneously with her first, Lunchbox. She acknowledges that dividing her focus between two businesses, along with a full-time job, created stress and reduced available funds for Lunchbox's growth and development. If given the chance to change one thing, she would have waited until her first business achieved a better balance before venturing into the second one.

Edana Magazine is honored to feature Satta and Christollie. These women are not only remarkable but also a source of wisdom. The magazine hopes this interview will motivate and inspire aspiring business enthusiasts.

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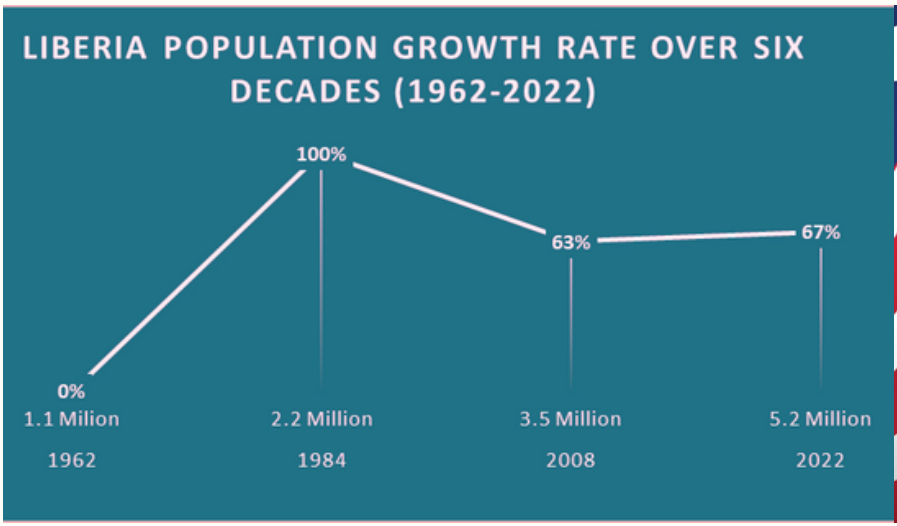
Liberia's population census since 1962 and all the facts you need to know



A comparative analysis of Liberia's Population Growth Over Six Decades: (1962-2022)

Liberia, a West African nation with a complex history, has witnessed significant changes in its population size and composition over the past six decades. This analysis seeks to provide a comparative overview of Liberia's population growth from 1962 to 2022, incorporating data from population censuses and examining the drivers and consequences of this growth.

The Population Growth Trends of Liberia in 1962, Liberia's estimated population was approximately 1.1 million. By 1984, the population had doubled to around 2.2 million with a percent increase of 100%. While In 2008, the population had grown to approximately 3.5 million and as of 2022, the population was estimated to be around 5.2 million. These steady increase in Liberia's population over the decades, characterized by significant growth between 1962 and 1984, followed by consistent but slightly slower growth in subsequent years.

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Population growth over the last six decades

1962 - 1.1 million: The initial census in 1962 revealed a population of 1.1 million people residing along Liberia's borders. At this point, the nation had just embarked on its demographic record-keeping journey.

1984 - 2.2 million (100% Increase): Over the course of two decades, Liberia's population doubled to 2.2 million by 1984. This astonishing growth was attributed to a combination of high birth rates and improvements in healthcare, showcasing the nation's capacity for rapid development.

2008 - 3.5 million (63% Growth, decrease from 1984): However, by 2008, Liberia experienced a notable shift. While the population continued to grow, the rate slowed to 63%, signifying a shift in demographic dynamics. This deceleration in growth was a noteworthy change from the previous two decades.

2022 - 5.2 million (67% Growth): Fast forward to 2022, Liberia witnessed a resurgence in its population growth rate, soaring by 67%. This newfound growth momentum indicates evolving social, economic, and healthcare factors contributing to the nation's expansion

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FACTS YOU NEED TO KNOW

- *Over 70% of Liberia's population is under the age of 35 yrs.*
- *Due to the civil unrest, the 1984 Population and Housing Census data was never analyzed and published.*
- *Since the founding of Liberia, only 4 censuses have been conducted (1962, 1984, 2008, 2022)*

SIDE NOTES

The theory of population growth posits that while population expansion can boost economic growth through increased labor supply, it can also lead to diminishing returns in economic activities if not accompanied by technological advancements, potentially causing lower wages and economic challenges.

Exploring Liberian Folklore: Delve into the rich world of Liberian folklore, sharing intriguing tales and their cultural significance

In the heart of Liberia, where dense rainforests meet the shimmering coastline, a world of captivating folklore thrives, echoing the wisdom and spirit of its people.
One tale that resonates deeply in Liberian folklore is the legend of the "Kukatonon" birds. These vibrant, multi-coloured birds are said to be messengers of the gods, sent to deliver important messages to those who listen. The story tells of a humble fisherman named Jide who, while casting his net into the sea one serene morning, heard the melodious song of the Kukatonon birds. Entranced by their enchanting music, he followed their sweet chorus deep into the forest, where he stumbled upon an ancient shrine hidden beneath the towering trees.

At the shrine, Jide encountered a wise elder who had been waiting for him. The elder explained that the Kukatonon birds had chosen Jide as their messenger, and he was to carry their messages of peace and unity to the nearby villages. Armed with these messages, Jide travelled from village to village, sharing the birds' wisdom and fostering harmony among the people. The cultural significance of this tale lies in its celebration of unity and the importance of communication. The Kukatonon birds symbolize the interconnectedness of communities and the need to listen to one another. They remind the people of Liberia that messages of peace can bring about positive change and strengthen their bonds.

As the Kukatonon's song continues to resonate through the forests and villages of Liberia, this enchanting tale lives on, a testament to the enduring power of folklore in preserving culture, imparting values, and connecting generations.

Hidden Gem Unveiled: Konkon Lodge - A Paradise for Nature Enthusiasts

Hidden Gem Unveiled: Konkon Lodge - A Paradise for Nature Enthusiasts

Nestled deep within lower Grand Bassa County, Liberia, a hidden treasure awaits those with a passion for untamed beauty and unspoiled wilderness. Konkon Lodge, a serene and untouched eco-retreat, is a sanctuary where nature takes Center stage, captivating the senses with its breathtaking biodiversity and pristine landscapes. For the adventurous traveller seeking an escape from the ordinary, Konkon Lodge beckons with its untouched charm.

A Natural Paradise Unveiled

The journey to Konkon Lodge begins a fascinating boat ride along the Junk River. This journey continues until reaching a juncture where the Farmington River, Gbage River, and Junk River converge, eventually flowing into the Atlantic Ocean.

A mesmerizing drive through lush rainforests, where colossal trees seem to touch the heavens, and vibrant birds serenade you along the way. As you approach the lodge, the melodious chorus of nature envelops you, setting the tone for an extraordinary experience.

Biodiversity at Its Finest

Konkon Lodge boasts a staggering array of biodiversity. The lodge is surrounded by pristine forests teeming with life - from the iridescent plumage of rare birds to elusive mammals. For birdwatchers, this is paradise incarnate, as Konkon is home to numerous endemic and migratory species.

But it's not just the avian wonders that make Konkon Lodge extraordinary. The lodge's well-maintained trails wind through the rainforest, revealing botanical treasures at every turn. Rare orchids and exotic plants share the landscape with towering hardwoods, creating a surreal and diverse tapestry of flora.

Rivers of Serenity

The heart of Konkon Lodge lies in its pristine river systems. Crystal-clear waters meander through the forest, creating serene pools. For those seeking respite from the equatorial heat, these refreshing waters provide the perfect escape. Wade in, take a refreshing dip, or simply sit by the riverbank and allow the soothing sounds of nature to wash over you.

A Harmonious Retreat

Konkon Lodge seamlessly blends modern comfort with the surrounding wilderness. Rustic yet elegant cabins offer a comfortable respite for weary adventurers, while the open-air dining area serves delectable local cuisine that will tantalize your taste buds. As the night falls, gather around the campfire and listen to the tales of the indigenous guides, whose knowledge of the land and its secrets will leave you spellbound.

For nature enthusiasts, Konkon Lodge is an invitation to reconnect with the Earth's wonders, a rare opportunity to witness the intricate dance of life in one of the world's last untouched frontiers. As you immerse yourself in the rhythms of the rainforest, the symphony of birdsong, and the gentle murmur of the river, you'll discover that Konkon Lodge isn't just a destination; it's an experience that will leave an indelible mark on your soul.

A look at “Empowering Liberian Youths with High School Vocational Education"

Liberia, a nation that endured 14 years of civil crises, faces numerous challenges in its quest for development. These challenges span various sectors, including infrastructure, healthcare, education, youth development, etc. With a predominantly young population, Liberia's future relies on equipping its youth with the skills and knowledge necessary to lead the nation towards prosperity.

The Problem

One pressing issue in Liberia is the lack of employable skills among its youth. Many high school graduates find themselves ill-prepared for the job market, as they lack the technical and vocational skills required by employers. Additionally, limited access to higher education further exacerbates this problem, leaving a significant portion of young Liberians without viable career prospects.

The Solution:

To address this issue effectively, Liberia must integrate technical and vocational education into its high school curriculum. By doing so, the nation can provide its youth with essential employable skills that will not only enhance their individual prospects but also contribute significantly to national development.

Benefits of Technical and Vocational Education:

Equipping high school graduates with practical skills such as tailoring, pastry making, decoration, home economics, hairdressing, music, plumbing, electricity, etc. will significantly reduce youth unemployment. These skills empower young people to secure jobs or create their own businesses. A workforce with diverse technical skills can drive economic growth by filling critical gaps in various sectors. Skilled workers are essential for infrastructure development, manufacturing, and service industries, thereby boosting the nation's economy.

Technical and vocational education empowers students to become entrepreneurs. With skills in trades like tailoring or plumbing, they can establish their businesses, which not only creates jobs for themselves but also for others in their communities. Equipped with practical skills, young Liberians can improve their standard of living. For example, knowledge in home economics enables them to manage household finances and resources more effectively.

A workforce with a diverse skill set can contribute significantly to national development by addressing critical issues, such as infrastructure maintenance and expansion, public health, and agriculture.

Implementation Strategies:

Liberia's education system should integrate technical and vocational subjects into the high school curriculum. This ensures that all students have exposure to these essential skills. The nation should invest in training and employing qualified instructors who can effectively teach technical and vocational subjects. Adequate facilities and resources should be provided to support hands-on learning in technical and vocational fields. A public awareness campaign should be launched to emphasize the importance of technical and vocational education in Liberia's development.

Empowering Liberia's youth through technical and vocational education is not just an investment in their future but also in the nation's prosperity. By equipping high school graduates with practical skills, Liberia can reduce unemployment, stimulate economic growth, create self-employment opportunities, enhance the quality of life, and contribute significantly to national development. With the right strategies and investments, Liberia can pave the way for a brighter future for its youth and the entire nation.

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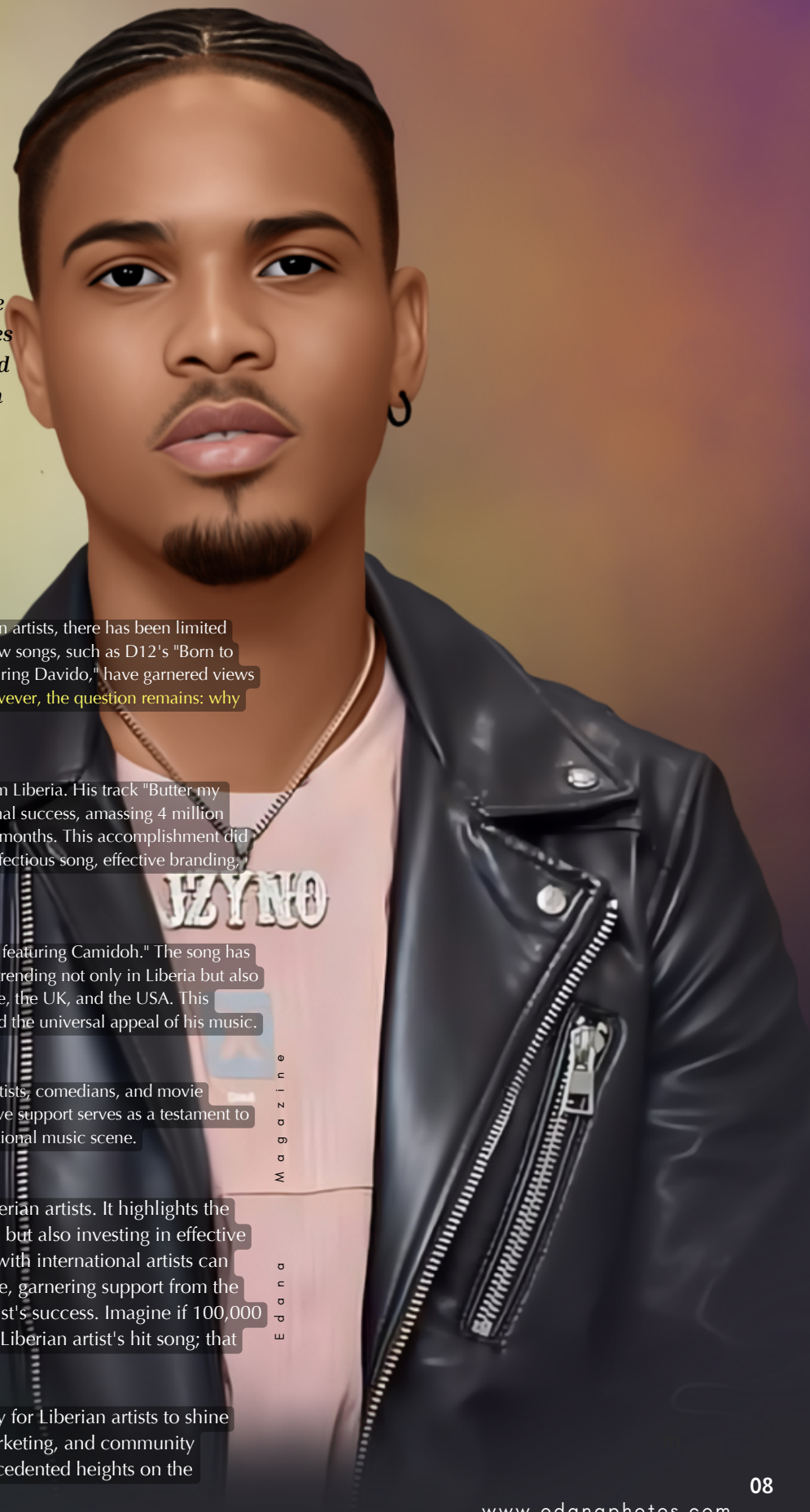
JZyNO's International Breakthrough: A Path for Liberian Artists to Shine



In recent years, Liberia's music industry has been gaining attention, captivating both local and international audiences. While Liberian artists, DJs, music promoters, and fans have put considerable effort into the industry, there remains untapped potential for the global music market. This article explores the reasons behind this phenomenon and highlights the success story of JZyNO, an emerging Liberian afrobeat sensation who is breaking down barriers on the international music scene.

Unveiling the Challenge

Despite the abundance of hit songs produced by Liberian artists, there has been limited success in attracting international recognition. Only a few songs, such as D12's "Born to Win" and "Kebbeh," as well as Kobazzie's "Bounce featuring Davido," have garnered views to hit a million on YouTube. over the past 15 years. However, the question remains: why aren't more Liberian songs reaching a global audience?

JZyNO's Meteoric Rise

Breaking this trend is JZyNO, a young afrobeat artist from Liberia. His track "Butter my Bread featuring Lasmid" achieved astounding international success, amassing 4 million views on its official music video on Youtube in just two months. This accomplishment did not happen by chance; it resulted from hard work, an infectious song, effective branding, marketing strategies, and more.

The "Eyes On You" Milestone

JZyNO continued his winning streak with "Eyes On You featuring Camidoh." The song has now reached over 250,000 plays on Audiomack and is trending not only in Liberia but also in Nigeria, South Africa, Ghana, Cameroon, Sierra Leone, the UK, and the USA. This remarkable achievement underscores JZyNO's talent and the universal appeal of his music.

Support from Liberia and Beyond

The Liberia entertainment industry, including musical artists, comedians, and movie actors/actresses, has rallied behind JZyNO. This collective support serves as a testament to the potential for Liberian artists to break into the international music scene.

A Lesson for Liberian Artists

Jzyno's journey should serve as motivation for Liberian artists. It highlights the importance of not only producing excellent music but also investing in effective marketing and branding strategies. Collaboration with international artists can also open doors to global recognition. Furthermore, garnering support from the Liberian community can significantly boost an artist's success. Imagine if 100,000 people each contributed just a dollar to support a Liberian artist's hit song; that artist would be $100,000 richer.

JZyNO's international breakthrough paves the way for Liberian artists to shine globally. With the right combination of talent, marketing, and community support, Liberia's music industry can reach unprecedented heights on the international stage.

MARIAM MEIPLAY

"Meet Mariam Meiplay, the visionary behind Mako's Fruits, Liberia's pioneering chain of natural refreshing smoothie & juice bars. With three thriving points of sale across Liberia, Mariam is on a mission to revolutionize the way Liberians enjoy healthy, delicious treats while contributing to the growth of the agricultural industry and youth employment"

Entrepreneurial Journey

As the CEO and founder of Mako's Fruits, Mariam embarked on her entrepreneurial journey with a fervent desire to add value to Liberia's agricultural sector. Her vision is not just about serving delectable smoothies but also empowering local farmers and creating job opportunities for young people in her community.

Academic Pursuits

Currently pursuing a Bachelor of Science Degree in Agriculture at Stella Maris Polytechnic University, Mariam's academic pursuits align seamlessly with her mission. She understands that a strong foundation in agriculture is essential for sustainable, nutritious food production.

A Health Advocate

Mariam's passion is palpable when it comes to ensuring that Liberians have access to a balanced diet and continue to prioritize healthy eating. She firmly believes that healthy eating should be a necessity, not a luxury, and she has made it her life's mission to make this vision a reality.

Fruit Art for Special Occasions

In addition to her thriving juice bars, Mariam's Mako's Fruits offers fruit art for special events. Whether it's a wedding, birthday, or corporate gathering, Mariam's artistic touch transforms fruits into vibrant, eye-catching displays that add a touch of health and freshness to any occasion.

A Journey Toward a Healthier Liberia

Mariam Meiplay's story is not just about entrepreneurship; it's a journey toward a healthier Liberia. With her dedication to agriculture, commitment to youth employment, and passion for promoting healthy eating, Mariam is a trailblazer who is reshaping her nation's dietary landscape one delicious smoothie at a time.

In every sip of a Mako's Fruits smoothie, you taste the dedication, the vision, and the passion of a young leader who is making a difference in Liberia. Mariam Meiplay is not just serving smoothies; she's serving a healthier, brighter future for her country.

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RIDDLES

Answer all the riddles and win $50 USD Scratch Card of your choice

1. *I am riding in the front seat of a car, I am the son of the driver but the driver is not my father. Who is the driver to me?*

2. I am neither inside not outside but I am in every house. Who am I?

3. Two doors are opening and closing at the same time, but they are not doors of my house. What are they?

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4. I have a friend, who is teaching me a lot of things, but unfortunately my friend is not speaking. Who is my friend?

6. I am born tall, but I die very short. I am used inside the house. Who am I?

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5. Who is taller when he sits than when is standing?