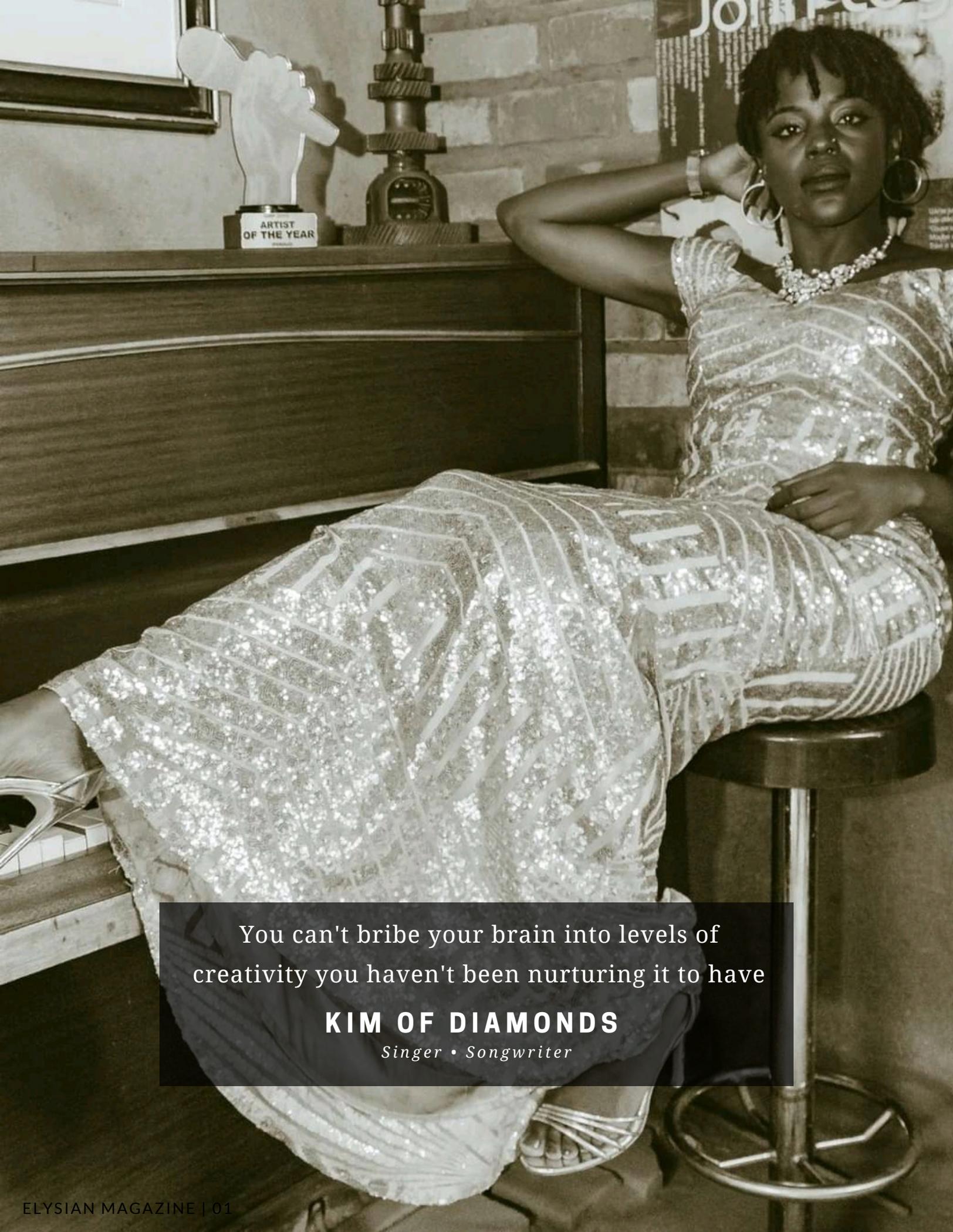


ISSUE 5

elysian





You can't bribe your brain into levels of
creativity you haven't been nurturing it to have

KIM OF DIAMONDS

Singer • Songwriter

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elysian STEAM

that made it possible

**in order of appearance"*

Kimberley "Kim of Diamonds" Kaunda

Tawonga Taddja Nkhonjera

Marumbo David Hara

David William Nthinda

Diana Nkhoma

Tapiwa Dalitso Kapindula

Dumisani Kadango

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Letter from the Editor

Digitization is great; it is one thing that has connected different people from different parts of the world. However, as we connect with others there is always a possibility of losing connection with ourselves as we get immersed in the newness of the differences in our races, our cultures and our traditions. Done over a long period of time, this "immersion" could actually lead to erasure of one's own identity.



This issue of Elysian Magazine aims to address that. It was created to help keep us grounded in who we are as a people; to remember, to reconnect where connection was poor or lost, to become whole again.

It is my wish that this issue gives you new found reason to immerse yourself in the motherland.

Enjoy!

Thoko Kadewere

EDITOR



THE REALITY OF MAKING MONEY AS A DIGITAL CREATIVE IN MALAWI

BY DIANA NKHOMA

The term “Malawian Creative” is such a broad and undefined term, often when conversations in our creative community take place there isn’t enough specificity to address the context of each creative community. As a digital content creator, there are conversations that are specific to this community that I wish were taking place. I believe we are close to and capable of having a booming digital content industry in Malawi, and this possibility excites me.

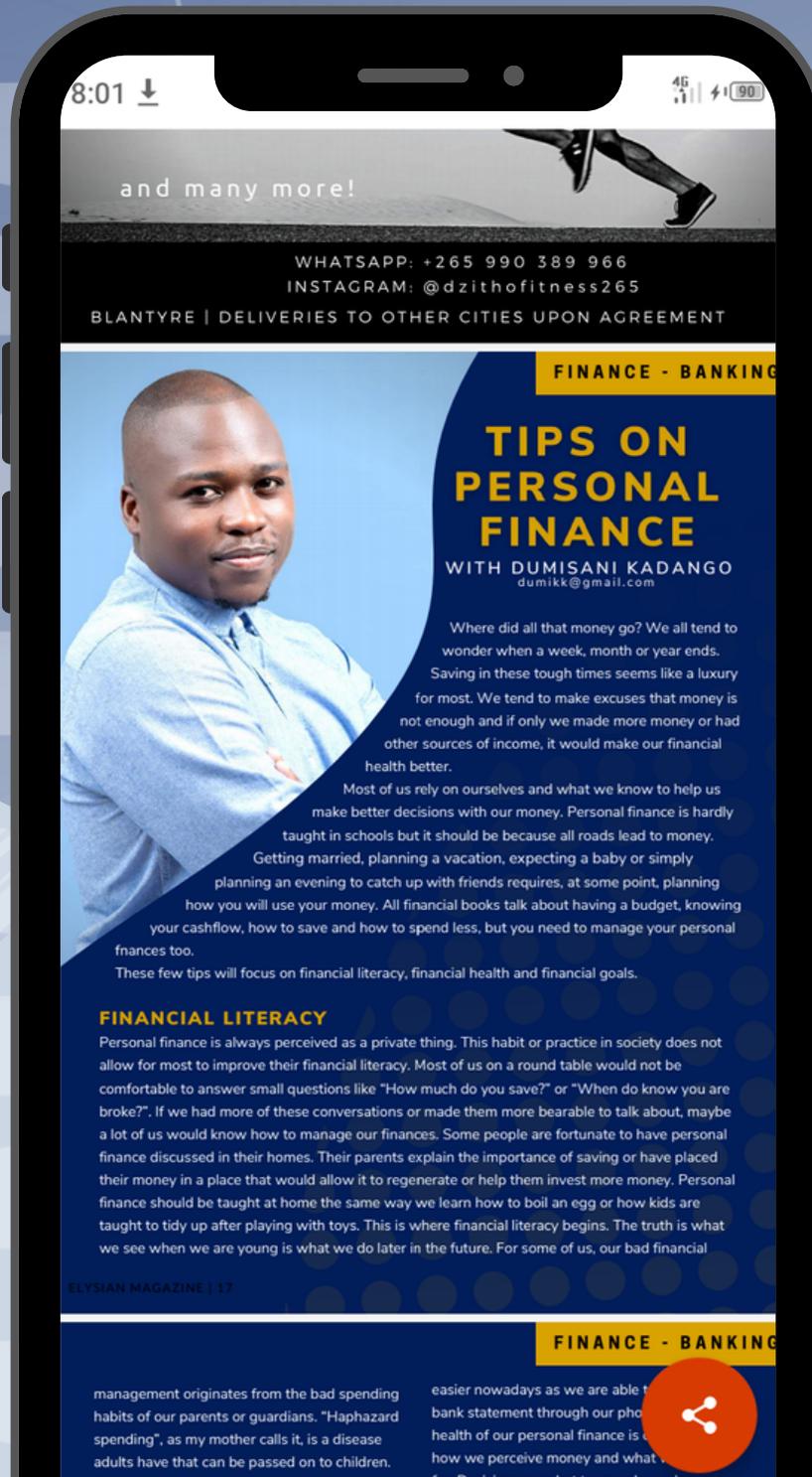
When I started creating online content 7 years ago, we did not have as many creators and platforms as we do now. Our current environment is probably the most diverse that the digital content creation community in Malawi has seen. We have a wide range of Youtubers, podcasters, Tik Tokers and Instagram influencers. As exciting as all this diversity is, I also believe we are still in the developing stages of our industry. As such, it is important that the creators who are leading the way have a solid understanding of how the creator

economy works and how best you can participate as a Malawian.

We live in a world that has a buffet of social platforms to post content. There are those that post on these platforms in a way that grows an audience that they can leverage for income. These individuals are what make up what is called The Creator Economy; an emerging business sector that includes various creatives. Included in this are podcasters, YouTubers, influencers and every other creative medium that is shared online. According to a report carried out by NeoReach, the estimated global market size of The Creator Economy is \$104.2 billion. Being an influencer, creator, podcaster, YouTuber can be an actual full-time job for people in those countries. If you are an online content creator, I do not need to tell you this. If you are someone who creates content for your growing audience or if this is something you are interested in then you probably already know this. You probably know how much

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FINANCE - BANKING



TIPS ON PERSONAL FINANCE

WITH DUMISANI KADANGO
dumikk@gmail.com

Where did all that money go? We all tend to wonder when a week, month or year ends. Saving in these tough times seems like a luxury for most. We tend to make excuses that money is not enough and if only we made more money or had other sources of income, it would make our financial health better.

Most of us rely on ourselves and what we know to help us make better decisions with our money. Personal finance is hardly taught in schools but it should be because all roads lead to money. Getting married, planning a vacation, expecting a baby or simply planning an evening to catch up with friends requires, at some point, planning how you will use your money. All financial books talk about having a budget, knowing your cashflow, how to save and how to spend less, but you need to manage your personal finances too.

These few tips will focus on financial literacy, financial health and financial goals.

FINANCIAL LITERACY

Personal finance is always perceived as a private thing. This habit or practice in society does not allow for most to improve their financial literacy. Most of us on a round table would not be comfortable to answer small questions like "How much do you save?" or "When do know you are broke?". If we had more of these conversations or made them more bearable to talk about, maybe a lot of us would know how to manage our finances. Some people are fortunate to have personal finance discussed in their homes. Their parents explain the importance of saving or have placed their money in a place that would allow it to regenerate or help them invest more money. Personal finance should be taught at home the same way we learn how to boil an egg or how kids are taught to tidy up after playing with toys. This is where financial literacy begins. The truth is what we see when we are young is what we do later in the future. For some of us, our bad financial

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FINANCE - BANKING

management originates from the bad spending habits of our parents or guardians. "Haphazard spending", as my mother calls it, is a disease adults have that can be passed on to children.

easier nowadays as we are able to see our bank statement through our phones. The health of our personal finance is a reflection of how we perceive money and what we do with it.



SAMUEL KEITH Q. LUNGU

A freelance creative and Media Consultant, Samuel is the co-Founder of Zonse Media.

10 TIPS FOR BEING SUCCESSFUL IN MUSIC

 [sam.lungu](#)

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BUILDING INTERNATIONAL RELATIONS

(WITHOUT COMPROMISING CULTURE & TRADITIONS)



 MORGAN TRIMBLE

How can Malawians can build international relations with other countries without neglecting, diluting or compromising their own culture and traditions? Chisomo Phiri had a chat with Dr Robert Chanunkha from Malawi University of Science and Technology (MUST) to delve deeper into the issue.

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