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# elysian



Q.

**M A L E W E Z I**

TALKS CREATIVE ENTREPRENEURSHIP



You don't judge people based on your opinions. The future becomes what the past has put together. You can't connect the dots looking forward; it is what is behind that forms the whole picture.

**DENNIS IMAAN**

*Founder - IMAAN*

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# Editor's Note



Everybody wants money. This is especially true if you are in business. Businesses are geared at providing products and/services to their customers and while difficulties identifying your target market may be key to why your business isn't making money, it goes without saying that both product and service delivery have a number of constraints that make financial breakthrough in business a hassle.

In this month's issue, we focus on the why's and how's behind a business' limited success in income generation and how we can create a more inclusive buying culture that perceives consuming local products as patriotic, beneficial and convenient.

As our team researched on the viability of Malawi's ability produce and consume locally, it was interesting to find that most people did not have a problem with buying local. They did, however, have a problem with compromising on quality and pricing when they were faced with the choice of buying local versus opting for imported products and services.

With that in mind, there is a lot of room for growth in our country. We hope this issue will be an eye-opener for some of the gaps that can be filled.

Enjoy!

THOKO KADEWERE  
EDITOR



Qabaniso Malewezi popularly known as Q is a musician and poet. A former producer for the hip-hop band Real Elements, he has since authored several collections of poems.

His first poetry collection *The Road Taken* was published in 2011. Poems from the book have been included in several writing courses.

In 2013, Malewezi published his second poetry collection, *Little Discoveries*, and in 2016 he published the audio poetry collection *People*.

Malewezi has been featured on CNN's *African Voices*, BBC World and The Travel Channel.

In 2015, he received an honorary doctorate from Mzuzu University in recognition of his contribution to the arts.



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# THE VIABILITY AND SUSTAINABILITY OF THE BUY MALAWI STRATEGY

BY IAN KHONJE

For each country to develop and grow its Gross Domestic Product it must become a net exporter and producer with a vibrant local production industry. The development of many countries today can be attributed to this key factor. The likes of Singapore, Japan and China have embraced the production of homegrown products. In recent years, Malawi has taken several initiatives to spark the development of such an industrious and productive sector. This is the Buy Malawi Strategy and Buy Malawi Campaign, but just how effective has the Buy Malawi Campaign been and how viable and sustainable is it?

Malawi launched the Buy Malawi Strategy (BMS) in a bid to promote locally produced goods and services. The United Nations Development Programme (UNDP) supported the development and launch of the strategy in collaboration with the Ministry of Industry and Trade and the private sector. The Buy Malawi Campaign Strategy is a revised edition of what was developed in November 2009 following a Presidential directive for the formal launch of a programme aimed at driving consumption of locally produced goods. The essence of the

Buy Malawi Campaign is to encourage consumption of locally produced goods and services. Despite it being well planned and thought out, the Buy Malawi Campaign did not manage to achieve its intended objectives due to changes in policies, lack of consistency in implementation, limited authority of the implementing institutions and to some extent, lack of capacity by the private sector. This then led to the re-evaluation and formation of a new Buy Malawi Strategy in 2016.

**"The fact that the Buy Malawi Campaign bears a lot of problems means that there is a lot of opportunities."**



# RSD/CRPS

Reflex Sympathetic Dystrophy/Complex Regional Pain Syndrome

RSD/CRPS occurs when the nervous system and the immune system malfunction as they respond to tissue damage from trauma. The nerves misfire, sending constant pain signals to the brain. The level of pain is measured as one of the most severe on the McGill University Pain Scale.

Pain is described as deep, aching, cold, burning and/or increased skin sensitivity.

Abnormal swelling in the affected area.

Abnormal hair/nail growth.

Abnormal skin color changes.

Abnormal skin temperature; warmer or colder by more than 1°C.

Abnormal sweating of the affected area.

Can spread to other limbs and/or body parts.

An injury or traumatic event such as a sprain, fracture or minor surgery that should not cause as severe pain as being experienced or where the pain does not subside with healing.

Limited range of motion, weakness or other motor disorders such as paralysis or dystonia.

Can affect anyone at any age and at any time.

Can spread to internal organs.

NO KNOWN CURE.

Pain (moderate-severe) associated with allodynia that is pain from something that should not cause pain, such as the touch of clothing or a shower.

Continuing pain (moderate-severe) associated with hyperalgesia, that is, heightened sensitivity to painful stimulation.

Unfortunately, some doctors suggest that people with RSD/CRPS exaggerate their pain for psychological reasons.

