



**Innovative...
First Lady
Monica
Geingos is
to launch
the One
Economy
Foundation
this
weekend.**

Photo:
Nampa

First Lady to launch One Economy Foundation

Staff Reporter

First Lady Monica Geingos has announced that she will launch the One Economy Foundation ("ONE") on Saturday at a fundraising dinner at Ramatex in Windhoek's Oljomsuise suburb. President Hage Geingob is scheduled as guest of honour.

"ONE" is a section 21 non-profit organisation which concerns itself with Namibia's dual economy, wherein a small segment of the population participates and thrives in the "first", the profitable, knowledge-based economy, while the majority of Namibians barely survive in the "second" economy.

The foundation will strive to serve as a conduit for transformation by connecting Namibia's formal and informal economies and serve as a bridge over which Namibians in the "second" economy or operating on the peripheries of the "first" economy can cross and fully utilise their talents in one economy.

"ONE" has been described as the implementing arm of all the projects to be undertaken by the Office of the First Lady, primarily focused on, but not limited to, enterprise development and entrepreneurship; integrated early childhood development; gender-based violence response

strategies including mentoring and professional coaching; collateral free lending, talent identification programmes for educational and entrepreneurial purposes; advocacy on adolescent reproductive health; advocacy on communicable and non-communicable diseases, the first lady aspires to actively work towards the shared dream of a Namibia where inequality is significantly reduced and the formal and informal economy increasingly become one.

The foundation's board will be introduced to the public at the fundraising dinner. Geingos is the executive chairperson and the rest of the board is constituted of independent, non-executive directors.

Board diversity is personified in the skills, demographic and experience mix of its directors and also by their respective participation in the formal and informal economies. Directors include a financial services expert, youth, an office cleaner who aspires to be an entrepreneur and a breadwinner whose full-time occupation is guarding cars at a shopping complex in Klein Windhoek.

One Economy Foundation will exist through minimising administrative costs and maximising the impact of donor funding. To this extent, the governance framework of ONE

Namundjebo scoops businesswoman award

Obreïn Simasiku
Tsumeb

The chairperson of the United Africa Group, Martha Namundjebo Tilahun, has called on fellow women to become emerging entrepreneurs in Africa alongside their male counterparts. She also expressed the strong need for significant support towards women for them to excel in their endeavours.

Namundjebo-Tilahun said this following her recent achievement in being crowned the Most Outstanding Business Woman of the Year at the Africa Economy Builders Awards in Abidjan, Ivory Coast last month. She dedicated the award to fellow women.

Africa Economy Builders Awards is a platform for recognizing and celebrating the success of seasoned entrepreneurs, executives, companies, international investors and African diaspora talents, who contribute significantly to

the economic development of Africa.

This year Namundjebo-Tilahun was recognized for being a prominent woman entrepreneur and for her noteworthy contribution to the economic growth of Africa.

"It was a great honour to receive this recognition from my peers in the economic arena of Africa and I thank all the organisers profusely for creating a platform to recognize the efforts made by entrepreneurs such as myself who play a pivotal role in the development of the various economies of the continent," stated the delighted Namundjebo.

She scooped Dr Jennifer Riria, founder and Group CEO of Kenya Women Holding who won the 2015 Africa Economy Builders—Entrepreneur of the Year Award.

Riria was the first woman from East Africa to win the esteemed pan-Africa award that seeks to reward and recognize persons who have contributed significantly to Africa's growth.

Tough 2016 an opportunity for farmers to be more agile and intuitive

Gerhard Mukuahima

years through their perseverance and tenacity to drought conditions, mainly through pre-planned business strategies.

2016 will be a tough year for the sector and as we take the necessary steps to mitigate the impact we should use the moment to eradicate inefficiencies in our practices and systems and find alternative routes to sustainability.

It is simply no longer possible to take a passive approach in agriculture. Each farmer needs to have a purpose for his or her farming business, whether commercial/communal or resettled. Agility is the only way to sustainability. Farmers need to implement practices that maximize the yield of

Agility and intuitiveness are the key ingredients that farmers should consider during the hard-hitting year of 2016 to ensure the sustainable growth of their agricultural businesses.

While the drought appears to have affected large parts of Namibia and in particular the north-west, this should certainly not discourage innovativeness within the agricultural sector but rather stimulate changes that are essential to performance enhancement of the overall sector.

It is commonly known that Namibia is the driest country south of the Sahara and such droughts