

MBOCKY

**LAHOU
KEITA**
WITH KEITAS
SYSTEMS



**I GAINED HIS
CONSIDERATION**



COVID-19
and online
education

KENYA:
*Less
risky ...
more
exciting*

**MY CHILD
HATES
SCHOOL**





i am very proud to see that the image of the African woman is evolving in a positive way in the world thanks to the representativeness of many African women who hold prestigious positions, and who have successful careers in entrepreneurship and politics. It is important that African women continue to show their professional journey to inspire little girls. The representativeness of the African woman leader counts!

Lahou Keita

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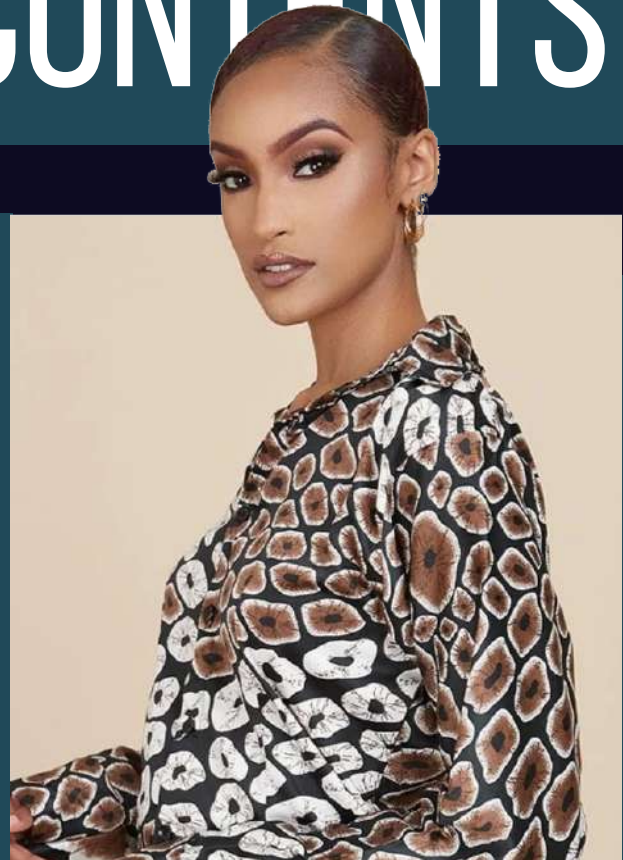
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INTERNATIONAL WOMEN'S DAY 2021: WOMEN AT THE FRONT AGAINST COVID 19.

This year, like last year, is experiencing quite particular instability on all fronts. The COVID 19 pandemic continues to wreak havoc in many corners of the world, and concern is growing over the new forms it is taking, this time targeting more young people. Today, the UK situation with SARS-CoV-2 is no longer an isolated case. Another mutation raises concerns. Called "E484K", the latter manifests itself in two variants, one having emerged in South Africa and the other in Japan. Although it appears less dangerous, this mutation is putting scientists back on track with regard to its resistance to the vaccine. All this calls on us to redouble our vigilance to escape the worst. And of course, the women that we are must



EDITO



be at the heart of this bitter struggle. In this issue, we welcome the United Nations' choice of the theme for International Women's Day for this year.

Indeed, for the celebration of International Women's Day this year 2021, the United Nations Organization invites us to reflect on the theme "Female leadership: For an egalitarian future in the world of Covid-19". This demonstrates the involvement of women in the fight against this horrible pandemic. Indeed, women leaders as well as women's organizations have been mobilizing since the appearance of COVID 19, by using their knowledge to set up projects to fight and revive the health crisis that is raging in the area. extent of the globe. We are proud and motivated to note that women have been the pioneers in reducing the risk of the virus spreading in most of the least devastating countries. We can cite as an illustration, Denmark, Ethiopia, Finland and Germany whose promptness and determination in the confrontation of our current common enemy have marked everyone's minds.

By wishing us a fruitful celebration of March 8 and congratulating you on your commitment to assert yourself as women, we renew our wish to see us go always further for the effective empowerment of women in general, and of black women in particular, who, it must be admitted, multiplies daily actions for her affirmation.

Pulchérie Delboise NGO NLENGUI

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CHARACTERISTICS OF A GOOD LOGO

Primary keyword: How to make a good logo?

If you don't know how to make a logo, then hang on, because we have few pieces of suggestions for you. The logo is the main thing that says so much about your company. So, it's vital to pay attention here to make it attention-grabbing. But you can't design a good logo without knowing about the things that make it best. There are many factors that worth giving attention to. But all of these suggestions depend on the industry in which you are running a business. So, let's explain the dimensions that need attention.

HOW TO MAKE A GOOD LOGO? FIVE HIGHLIGHTED CHARACTERISTICS:

Many things like color, shape, typography, and many others work together to make a good logo. However, all of these factors work together to convey important messages about business. Here are five main characteristics that can help to make a good logo.

1ST: SIMPLE:

The first point that is at the top is about the simplicity of design. If you want to convey a strong message quickly, try to keep the logo simple. For instance, we can take the example of "Apple's logo." It is simple yet conveying everything, and it has the brand name in the shape of the logo. However, by having a simple logo, you can target the most critical aspects of the business.

Moreover, in a simple design, you can focus more on colors scheme and typography. If we look for examples of simple logos, they combine words and simple images. So, try to communicate more in a simple yet trendy way.

2ND: MEMORABLE:

It is vital to design a logo that can leave a substantial impact on the minds of customers. Above all, the business logo should create a connection with your customers. As a result, it can generate their interest and help to keep the business in their memory. By designing a memorable logo, you can make a strong and positive impact on clients' minds. Moreover, always try to create something unique and follow all the standards of logo designing.

3RD: SCALABLE:

Logo designing is a one-time job, and it's going to remain with your brand forever. So, you should take this job seriously because you can't change the logo every other day. Above all, if you try to change the logo, you are putting your business's goodwill at stake. So, design a logo that can represent the business forever. Moreover, use a symbol that remains relevant for the customers forever. For instance, there is a KFC logo, and we are seeing that same thing for years, and it's adding more value to the brand. So, try to introduce a symbol that doesn't fade away with time and has the margin to expand the business.

4TH: RELEVANT:

The next vital thing is that the logo should relate to your business niche. If you are running a business in the IT industry, try to link it with the items you are selling. For instance, if you have a business selling headphones, then use that picture with the text to make it relevant. Moreover, use colors in a logo that relate to your business category and can attract valuable customers. Mainly three main aspects need your attention while making the logo relevant:

- Design a logo with which your stakeholders and customers can connect
- Use fonts that convey the message quickly and swiftly.
- And add a symbol that adds value to your logo.

5TH: VERSATILE:

It is undoubtedly another significant thing. It will help if you go with a logo that you can use for multiple purposes and in different ways. However, if you go with a versatile logo, it remains relevant to the business for years and can promote it in various ways. Apart from this, go with a logo that has the flexibility of the following things:

- Select a logo that can resize easily
- You can print on any surface or paper.
- Go with a logo that you can place and use in any campaign.

Moreover, use vibrant colors in the logo to make it more prominent. If we talk about the designing side, then keep the clutter minimum. In this way, you can make the logo more versatile and simpler instantly. So, try to avoid too many lines, elements, complicated colors, and other details. All of these don't add values and make the logo congested. So, focus on following a minimal approach.

by Mbocky Team



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Interview Lahou Keita

African of Guinean origin, Lahou KEITA is a talented entrepreneur. The polyglot fifty-something is the founder of KEI-TA SYSTEMS, an aeronautical company present in Western countries, in this case France and Canada. The first black woman to have brought her entrepreneurial vision to aeronautical maintenance, our expert takes us through her extraordinary journey, a real source of inspiration for the black woman, whose strength, determination and discretion she embodies.

1) What is your vision of the African woman today?

African women are increasingly emancipating themselves from the societal, cultural, and economic barriers that have long held them back, such as leaving school prematurely. Indeed, of the 700 million illiterate adults living on our planet, nearly two out of three are women. One of the primary reasons for this reality is the persistence of forced marriage.

It is important to stress that the African woman has always been extremely strong, determined and discreet about her professional activities. She knew and gradually succeeded in circumventing the obstacles of her emancipation, by improvisations finding place in a form of so-called community management. African women can now access education, management training and financial resources more easily thanks to crowdfunding, such as the tontine, to undertake, and thus compensate for the lack of loans granted by banks.

African women have now become a key player in economic development in Africa, and contribute significantly to the economic expansion of their country. This trend is strongly encouraged by the United Nations and the inclusion policies of the countries, to allow women, including those from the African continent, to reach top positions.

The media are relaying these actions by now highlighting the exceptional journey of these African women, to inspire the new generation.

2) Where did your idea of entrepreneurship come from?

I am an aircraft inspector (pre-buy inspections). I am multilingual. I speak 5 languages, including Finnish. I started my aeronautical career at the Aéroports de Paris, at Roissy Charles de Gaulle, in the aircraft centering department. I continued my studies in Customer Support for maintenance management at Dassault Falcon Service (a subsidiary of Dassault Aviation) at Le Bourget airport. I continued my career in Switzerland (Geneva) in maintenance centers such as Ruag Aviation (belonging to the Swiss Confederation) and Jet Aviation. I then co-founded Keitas Systems in 2011 with my sister Fatou Keita, doctor of medicine and graduate of HEC in corporate finance.

Aeronautics is a very complicated sector for women, especially when they are of African origin, where you have to find your place and be respected. Women have a much safer approach, which can generate conflict with our male counterparts. I decided to create Keitas Systems because I no longer wanted to

be dependent on the decisions of men who I did not always find fair, because I approach the management of aircraft maintenance differently.

3) What do you regret the most in your life?

I will say that I miss my parents who left a short time ago. I think they are proud of the journey their 5 daughters have made in life, and their two daughters in the aviation industry from where they are.

I often think of them and want to talk to them to tell them about my journey. Anyway today, I thank them for the education and the values they gave us, and which allowed us to be successful professionally, and to be economically independent.

4) How do you manage to play your triple role of wife, mother and entrepreneur?

Honestly, I don't have this kind of constraint on a daily basis because I live alone, and I don't have children. On the other hand my partner and sister, is married, mother of 3 children, emergency doctor and at the





head of 2 companies.

It is a daily challenge to balance your time between family life and companies. She has surrounded herself well, and can count on these collaborators, including her husband, to manage the operational side in her companies. In addition, her husband supports her on a daily basis, and is her first support. Her husband plays a key role in her balance, and secures her so that she can manage everything and move forward with peace of mind.

5) What has been the biggest difficulty in your life as an entrepreneur?

The first 4 years were difficult to build our reputation. Our business line is closed because it only works by co-option.

In a field predominantly dominated by men, and elitist, being a woman of color, who develops innovative concepts, in the aerospace industry is already a challenge in itself, and it is not easy. But I never let myself be discouraged. I have always believed in the exceptional character of my innovations, and I have not let anyone believe me otherwise.

I would add that the military are very inspiring when it comes to facing difficult business situations! Demonstrating that Tempeus®, our remote aircraft maintenance and safety management portal saves 40% productivity gain, and improves aircraft safety has been a major challenge.

In order to prove my statistics, I measured all of these parameters, and compiled data to demonstrate my statistics.

The numbers push back the arbitrariness. I also looked for studies that showed the same statistics as mine.

Today these efforts have paid off because we are working with Boeing, the Government of Canada and the United Nations International Civil Aviation Organization (ICAO) to evaluate our Tempeus® solution.

6) How do you manage to stay competitive in your field?

It is essential for Keitas Systems to remain a leader in the innovation market, and in the publishing of technical software specific to the aeronautical professions.

Being a black woman in this elitist, male sector is very positive, as it is a hallmark that allows Keitas Systems

to be identified among other companies. Industrial espionage is a daily occurrence because we have pioneering software with Tempeus and the Maintenance Hub Canada platform. We fiercely protect and defend our intellectual property. We are launching lures on the market to keep our technological lead.

Nothing prevents competitors from working together. Moreover, collaboration with the competition and well that gives Coopetition, and this is very useful in times of crisis, since no company wins by force of competition.

A good example of coopetition is that at Keitas Systems, we got married years ago, with our biggest competitor, which is CAMP Systems via an API, and that made us gain points and we thus succeeded, in integrate the Boeing launch pad, to propel our start-up.

7) Are there people you see as role models?

I admire my parents. My mother, first of all, Diénabou Diallo-Keita, Midwife, and my father, Doctor Abdoulaye Keita, surgeon. Together they have saved many lives, and helped many people materially.

My other role models are: Simone Veil, Nelson Mandela and Winston Churchill inspired me a lot. Their books, and quotes, have been with me through the stormy days of my life, to help me get through them.

8) What was your greatest craziness?

Riding a motorbike on the Paris ring road in rain and snow, narrowly overtaking cars in traffic jams so as not to be late for work. It was very dangerous because the road was sometimes cracked, the joint was moving away from the asphalt, which degraded the grip of the bike.

9) What do you fear most in life?

To lose the people I love. I recently lost my cousin to Covid-19, which caused me immense grief.

10) What is your message to African women today?

I am very proud to see that the image of African women is developing in a positive way in the world thanks to the representativeness of many African women who hold prestigious positions, and who have successful careers in entrepreneurship and politics. It is important that African women continue to show their professional journey to inspire little girls. The representativeness of the African woman leader counts!

11) How can the customer reach you?

Keitas Systems customers contact us via the Tempeus® platform, our portal for tracking aircraft maintenance work, as well as by email: contact@keitas.com and via LinkedIn.

12) How can you describe yourself in a few words?

I am an extremely hardworking person, conscientious and quick in my work. I am very disciplined and demanding as an aircraft safety inspector. I practice humor, which allows me to distance myself from events.





I GAINED RESPECT IN HIS EYES

Respect is a difficult thing to gain, but one that I have managed to establish. Find out how I did it.

Knowing how to gain respect is something 90% of people fail. But, the real question is to know: Should you be respected or work to gain respect from your loved ones?

I have been able to earn the respect of those around me time and time again and I am sure you would like to know how I did. Nothing as complicated as you think. I present here the 4 tips that I use to succeed in being honored.

Start by respecting yourself

Don't we say that well-ordered charity begins with oneself? So how will you manage to gain the respect of others if you are disregarded for yourself? In my relationships, I always take the trouble to take care of everything that comes in contact with me, everything that I do for myself.

So those who see how much I want to be treated well while taking care of myself have no choice but to approach me with respect on all fronts.

Granted, it wasn't always that way, but when I understood this principle things started to change for the better for me. So, if you want to gain the esteem of others, start by giving yourself importance.

Respond to misconduct

One of the root causes of repeated disrespect from someone close to you is neglect. When you take everything that is said and said about you lightly, it becomes a habit, and even a norm for those close to you to ignore you. I have sometimes pretended to ignore or even laugh in some cases, for fear of not hurting the other with my reproaches. But, that only fed the beast in front of me. At one point I couldn't take it anymore and started fighting back, which was a complete game-changer over time. So, in order to gain the respect of others, especially when you are in a relationship, the ideal is to respond to the lack of respect. And it must be done by deeds and gestures, and not with words. Indeed, speaking in most cases does not change much. But, if your spouse receives a "punishment" for an inappropriate attitude, he will see how much you have been touched, and be careful next time.

Set limits that you shouldn't cross

"Too much familiarity breeds contempt." This little assertion says a lot on the subject, and this point ties in with the previous idea. Before you indulge in jokes and teasing of all kinds, make it clear to your friend, partner ... that you have limits and that you don't want them to be crossed. This way, during your conversations and various activities, your loved one will know what to do not to offend you. Also, don't hesitate to distance yourself for a shorter or longer period of time, especially with a spouse who is used to denigrating you. Time will allow him to review the way he approaches you.

Give respect back

You will not be able to make yourself respected if in return you do not know how to respect others. The example is better than the lesson. So, by giving a lot of consideration to others, he will not know how to do otherwise than to respect you in return. Here are the 4 techniques that I have used to successfully gain the respect of those around me.

By Carine Mbock



G o y a
PARIS



G o y a
PARIS

IMPACT OF COVID-19 ON ONLINE EDUCATION

Primary keyword: Impact of Covid on online education

The impact of the Covid-19 started from the Wuhan. However, after that, the world saw a dreadful time and till this day trying to control the situation. Covid-19 negatively impacted all sectors of life. But the education sector was at the top that saw a downfall. There are millions of kids who are unable to go to school. However, online educational platforms were like a light at the end of the tunnel in this crucial time. It was vital to control the spread of this dreadful virus. But it was to know overall how this is going.

WHAT ARE THE IMPACTS OF COVID-19 ON ONLINE EDUCATION?

Covid started in December 2019, and it has been a year, and we are still struggling to deal with the effects. However, on March 6, the University of Washington in Seattle was the first institute that shut down. After ten days, more than 250 colleges and universities followed the same closed institutes. To this day, colleges, universities, and schools are conducting online classes. But it is vital to know

whether this online education is helpful or not. If we look at the general impacts of Covid-19, then here are some pointers to discuss the situation.

- In the USA, more than 2/3rd of colleges remained online during the fall.
- On the other hand, student loans and payments remained frozen during September 2021.
- Moreover, a record level of depression and anxiety hit college students.
- Enrollments for the undergraduate fell up. to 2.5% for fall 2020.
- Above all, the low-income students faced the issue of internet turbulence.


Furthermore, in the online education system, lack of motivation was one of the most concerning issues. If we look at the exact figures, more than 1.2 billion students are out of the education institutes. So, to understand the situation well, we are defining with the help of these sub-categories.

CHALLENGING IMPACTS OF COVID-19 ON ONLINE EDUCATION:

In the online education system, many challenges are yet to overcome. We are mentioning all challenges at different points to understand in a better way.

- The biggest challenge that students are facing is the lack of internet service. So, it's a constant struggle for students if they want to participate in digital learning.
- According to OECD, the availability of the internet varies according to the area where you live. For instance, 95% of students in Switzerland, Norway, and Austria access the computer. But, in Indonesia, this ratio is about 34%.
- If we talk about the USA, then only 25% of the high school students have the privilege and access computer.

But the governments of various countries like Australia, New South Wales are providing digital equipment to the kids. So, due to this uneven distribution of sources, the students are struggling with online classes.



POSITIVE IMPACTS OF COVID-19 ON ONLINE EDUCATION:

If the distribution of sources is in the right way, it is beneficial to take online classes. So, Covid-19 has some positive impacts on the education system. Here are some points that are showing the positive side of online courses.

- Research shows if the source distribution is right, then students retain 25%-60% more data. But if educational institutes conduct online classes, then they contain 8-10% of knowledge.
- Moreover, students learn faster in the online setting because it takes 40-60% less time. There are many things like re-reading, skipping, or going back to waste time in a classroom.
- Apart from this, the effectiveness of online learning varies according to age group. But if you are learning in a structured environment, then you can take the full benefit.

It is an obvious thing that Covid -19 has disrupted the pace of education. But if you want to learn technical knowledge with practical work, then online classes aren't suitable. Some schools have reopened and acted as hope for students. We live in an unfortunate time, so we have to learn ways to make it a part of life. However, we hope things get better, and the infection rate declines with vaccine rollouts.

by Mbocky Team

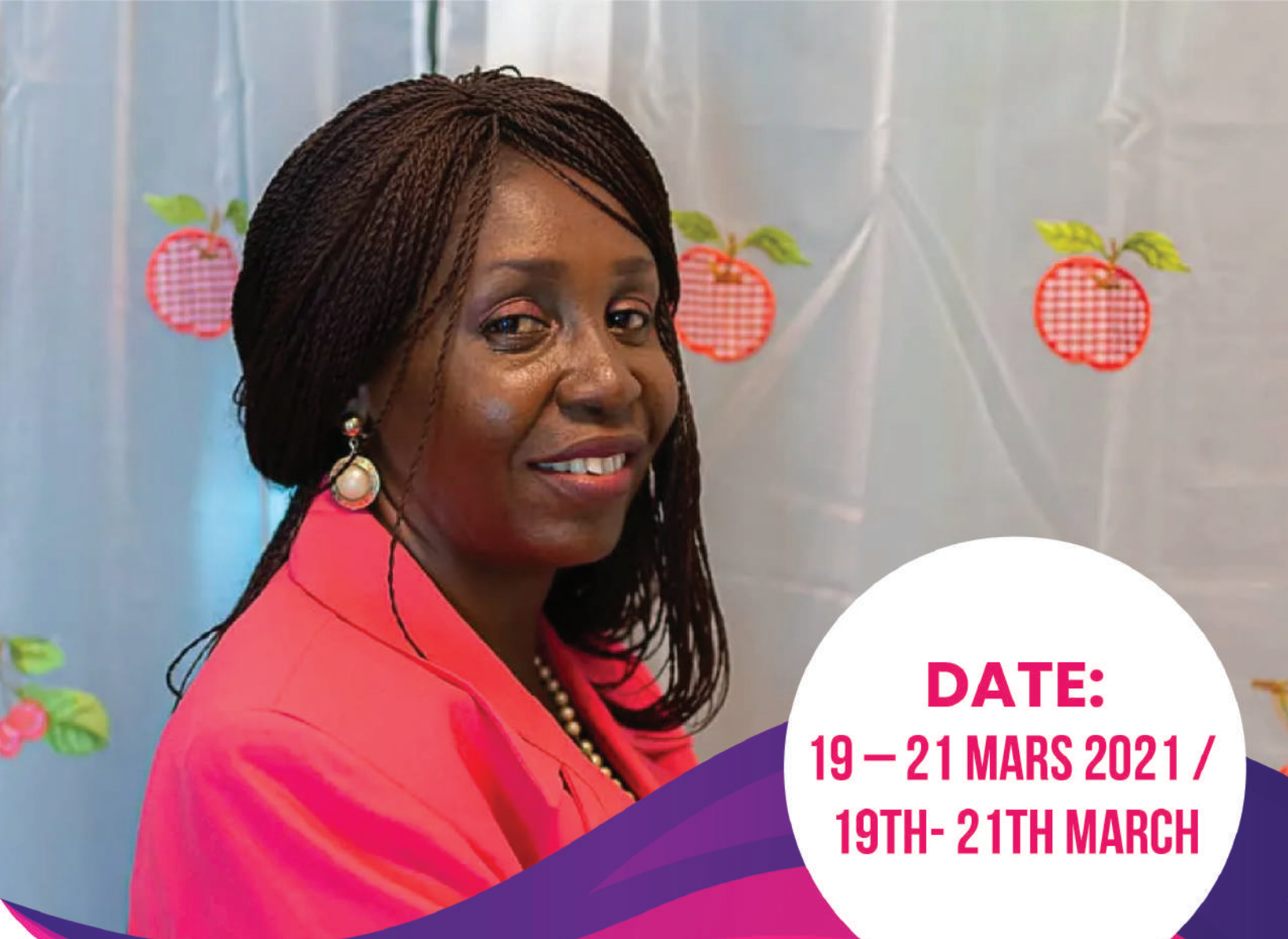




The
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DATE:
19 – 21 MARS 2021 /
19TH- 21TH MARCH

MASTERCLASS :

L'ècole des Femmes / Women's School

Thème: „Comment devenir le pillier de la famille...
-Et inspirer ses enfants.“

Topic: „How to be the pillar of the family...
-And inspire your children. “

Coach Micheline Same

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WHAT ACTIVITIES CAN BE DONE ON WOMEN'S DAY TO EMPOWER LADIES?

Primary keyword: Activities to empower ladies

Do you know the activities to empower ladies? If you never think this way, then it's time to draw a line. The world is going to serve international women's day on the 8th of march. So, at this time, make sure to acknowledge the role of ladies. If we look back in recent times, Kamala Harris and New Zealand's prime minister were talks of the town. Thus, those times had gone when women used to live as a whole. So, you can celebrate women's day by adopting unique activities.

Activities to empower ladies on international

WOMEN'S DAY:

Every individual plays a vital role in making this world a better living place. So, we have to make combined efforts to take a step towards change. Thus, we can start a difference by taking small actions. Here are activities that you can do on an international day to empower ladies.

Raise your voice for gender equality:

It is the best way to empower ladies on women's day. You can win this world by raising a cheerful voice in favor of ladies. Women are those who face most of the difficulties in every part of life. So, if you want to make this world a better place for them, then raise your voice in their favor. Many ways help to create equal opportunities for women. If you are working somewhere, you can take the following actions to make the place better for ladies.

- Try to introduce gender equality while hiring the employees.
- Introduce flexible work schedule for women
- Initiate programs and include women in the leadership programs
- Introduce a mentorship and coaching program that can help women to go ahead.

By giving equal chances to women in business, education, and other sectors, you can bring a change. So, try to get a light to a place where you are living or working.

SUPPORT WOMEN-OWNED BUSINESS:

Many women around us are running their small businesses. So, by supporting their business, you can bring a difference to their lives. For instance, you can initiate a challenge to keep the women-owned business. Later you can invite your friends and family to join the trend and do the same.

HELP A DESERVING GIRL CLOSE TO YOUR HOME:

If you can't go out and participate in activities to empower ladies, then we have a solution. Yes, you only need to find a girl or lady who is living near your house. However, after finding try to help that soul. You can help her with your kind words, motivational speech, or any other mode of knowledge that you have. But if that lady is running a small business, you can help her by providing support.

TELL THE WOMEN IN YOUR LIFE THAT YOU CARE:

There isn't anything better than telling a lady that she is doing good. An individual

only needs encouraging words and self-confidence to conquer this world. We know that ladies are already struggling in every walk of life and facing discrimination. So, your few words of appreciation can mean a lot to her. You can write a thank-you note or make a coffee for her as a good gesture.

USE YOUR VOICE TO KEEP THE GIRLS IN SCHOOL:

There is no better gift than education. If you live in an area where girls are struggling with their education, then raise a voice. If we look at the record, then more than 130 million girls are out of school. So, your agent can bring a difference in their life. Later they can use this opportunity to conquer the world with their actions.

ATTEND A WOMAN-LED TED TALK:

There is nothing better than listening to an accomplished woman. In this way, you will get to know the hurdles that she had to face to reach her. You can have an idea of how this world is functioning on the men dominance model. Moreover, it is the best way to encourage the women who are giving Ted talks. She will feel proud of herself and will strive for more in the future. There are many notable ladies like Malala, Diana Nyad, Sheryl Sandberg, etc., in the world. We can appreciate their achievements because it encourages other women to achieve more and best.

by Mbocky Team



KENYA: LESS RISK; MORE FUN ...

TRAVEL

Travel for fun has become very rare in these times of pandemic when the whole world is shaken. The body needs relaxation, however, far from home, far from the routine of work, monotonous places and old faces ... Are you trapped in the uncertain wait for the days of freedom? Smile! Africa is open to you and safe. This month, we take you for a walk in the vast field of wonders that is Kenya and which, in addition to being one of the countries with a low rate of coronavirus cases, offers you among its countless paradisiacal sites, the wonderful Island from Mombassa.



MOMBASSA ISLAND

An original, magical and historic destination, the island of Mombassa is a coral outcrop, connected to the mainland by a road. She proudly carries a significant part of the history of the country from which she rises to the coast. Beyond the discovery of Kenyan authenticity, the island of Mombassa offers a variety of local tourist attractions, such as the Mombassa carnival, a veritable festival of colors and activities at the heart of African traditions.

by Mbocky Team

MOMBASSA CARNIVAL





MY CHILD DOESN'T LIKE SCHOOL

My son was doing his first day of preschool the next morning. So I tell him to go to bed early because there is school tomorrow morning. With great enthusiasm he did so. He had already tried on his brand new and very pretty little class outfit, his pretty shoes and what about his little backpack !!! The next day the first day of class was great, and he came home very happy. In the evening, rebelote. We had to go to bed early because there was class the next day. The next night, as soon as I told him to go to bed because... he gave a big... "More ??? "

WHY DON'T SOME CHILDREN LIKE SCHOOL?

The pressure of consistency and results

Hanging up on sleep every morning to go to school, even if it sounds exciting at first, over time it gets boring for some children. Always, study his lessons, always do his homework ...

Children don't always function in terms of competition, results, trophies. So some can't stand the pressure of always being the top of the class, getting the highest grade, getting the honor roll. Worse, to be better than such and such a comrade.

The inadequacy of programs

Not all children are sensitive to the same kind of education. Some are more visual, others are more auditory. Some people enjoy outdoor activities, and are asked to sit quietly behind each other. They will get bored and will eventually not want to go.

Other extra-curricular proposals.

We are bombarded with easy win proposals. Messages like "you don't just succeed in school". Success stories of rich young people. Enough to make our children want to take life's shortcuts.

WHAT TO DO THEN?

Ask your child why he or she doesn't like school. Take in what he says to understand his discomfort. Explain to him the benefits of school ... for him. Get him interested in school. Buy him nice clothes, fun school supplies, a snack if he's still small, a little pocket money if he's a little older. Speak well of the school, the teachers (even if they are not always exemplary), the teachings, greatly appreciate and encourage the child's lower results.

TO REMEMBER

Be reasonable, indeed we don't always succeed only through school. Observe your child's gifts and refer them to these trainings. Make an agreement with him to set an average goal for him before considering leaving school. He might like it in the meantime and change his mind.

By Micheline Same





REDMI NOTE 8T
AI QUAD CAMERA

Lofombo recipe

Ingredients

- 500g flour
- 100g Sugar
- 80g butter
- 1 sachet of vanilla sugar
- 1 lemon zest
- 1 egg
- 250ml Milk
- 1 bag of baker's yeast
- 1l oil for frying



Preparation

1. Step

put the sachet of baker's yeast in the lukewarm milk for about 5min

2. Step

In a bowl put all the flour, sugar, butter, vanilla sugar, lemon zest, egg and lukewarm milk (in which the baker's yeast has already been added). Stir gently with your hands until a smooth dough is obtained.

3. Step

Make small balls and place on a board which has been sprinkled with flour beforehand. Let sit for 1 hour.

4. Step

Fry in oil

Can be served sprinkled with Sugar.

By Lili Kouam



KNOW YOUR KETO VEGGIES

mbck4

Le génie de la femme noire



Green Beans



Tomatoes



Cabbage



Eggplant



Bell Peppers



Brussels sprouts



Celery



Cucumber



Broccoli

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Le génie de la femme noire

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