

MBOCKY

**ANTA
KATOUSHA**
WITH HER
Katoush'hair

★★★★★★

**THE
PREDICAMENT
OF DIET**

★★★★★★

**HELP! MY
HUSBAND IS
CLAIMING
FOR A
BABY BOY...**

**THINK
AND
GROW
REACH
IN 12
STEPS**

**CHINA -
UNITED STATES:
A GLOBAL
THREAT...**



I firmly believe that every woman should believe in her dreams and in her potential. No obstacle should let you down. The woman is naturally strong.

That's why I really like this African proverb that says "The strength of the baobab is in its roots".

Anta Katousha



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The editor in Chief:

Pulcherie Delboise Ngo Nlengui

Writing:

Dominique Ebwele, Carine Mbock, Charlie Ngo Mboua

Contacts and service:

Douala Cameroon & Francfort Germany,

info@mbockymagazine.com

+237 6 77894386 / +4917684442793

Website: www.mbockymagazine.com

EDITO



EMANCIPATE OR DOMINATE..

Beside our restless struggle alongside black women, who must assert themselves as autonomous beings and full members of the society in which they live, we feel more and more challenged by the controversies that are sometimes generated by the actions and demands made to this effect. Thus we find it important to note that addressing black women's empowerment cannot mean ignoring the predominant place of men such a project of self-valuation and valorisation.

Men and women are often compared when it comes to showing the superiority of one over the other. Similarly, the stereotypes attributed to both genders also have a great impact on their value judgements. Women for instance are automatically recognised as being gentle, fragile and gullible, while men are seen as being valiant, strong and knowledgeable. All this only contributes to fuelling subjective rivalries, which are completely opposed to the vision of equal opportunities and collective success that the concept of women's emancipation in its essence advocates. It is therefore important to make it clear that the struggle for the emancipation of black women does not mean women's relentlessness on men, but rather a recognition of their value, just like that of men, with a view to building an even more solid whole. In

other words, the Black Woman must draw inspiration from her past torments in order to find the path in present that will lead her to her future self-assertion as a powerful ally of mankind, in their common struggle to build a fair world, and not as an opponent determined to battle with her former tormentors. Therefore, we recognise the dynamism, power and development genius of the black woman. However, we celebrate this heroine as a builder of equality, not as an instigator of rivalries with men, without whom our dream of model women and mothers would surely go adrift.

While urging women in general, and black women in particular, to be more committed in their relentless struggle for freedom and autonomy, we think of men and women not as opposites, but as partners whose singularities should in fact be assets for the consolidation and justification of the equal rights to which black women aspire today.

By Pulcherie Delboise Ngo Nlengui

CHINA UNITED STATES: THE WORLD IN DANGER...

Quarrels between China and the United States, the world's largest economic powers, are taking on increasingly alarming proportions, at a time when the world is facing a major economic threat. In fact, the two giants are finding it harder and harder to share peaceful words, and are even in danger of going to war given the stormy clashes between them.

Indeed, in addition to their common disagreements, the two opponents are blaming each other for the torment caused by the coronavirus pandemic. For Donald TRUMP precisely, China has intentionally promoted the spread of the corona virus to destroy the world, and for this reason, the President of the United States solemnly incriminated his rival during the UN General Assembly held last September, where he argued that "The United Nations must hold China accountable for its actions"... For Donald TRUMP, there is no doubt that china thought of exporting the corona virus that paralysed the American and world economy, and the republican billionaire blames the Asian giant for the deadly virus, which he calls "the Chinese virus". In turn, China protests against TRUMP's "irresponsible attitude" against the virus, which has caused the death of thousands of people. Furthermore, China, through the voice of its President Xi Jinping, warned the world not to fall into "the trap of a clash of civilisations", denouncing



the politicisation of the fight against the coronavirus pandemic by its opponent. It should be noted that the two powers are not only opposed economically. The conflict also extends to technological and financial fronts, namely with the American threat to seize Chinese funds in the United States.

Tensions between China and the United States are putting the whole world on the alert, as we could understand from the words of UN President, Antonio GUTERRES, who was in fact only expressing global concern. "...A technological and economic divide inevitably runs the risk of turning into a geostrategic and military divide. We must avoid this at all costs". He therefore urged that the embers be extinguished, at the risk of setting the whole world ablaze, beyond the two rivals.

By Pulchérie Delboise Ngo Nlengui



AFRISTYLE WATCHES

Today, *I would like to present you the watch brand made in Africa by African **Jabari Designs***

Jabari is a watch which not only enhances the continent by creating designs in the colors of African loincloths: ndop, bogolan, kenté etc ... But which has also chosen to celebrate African courage.





Jabari indeed means courage. And through his latest "African and proud" collection, Jabari shines the spotlight on African heroes and invites us to explore our history.

Receive as it should, the Jabari heroes: Neto, Samory, Ouandie, Soundiata, Mandela, Alpha yaya, Kwame, Foncha and discover their story every week on the page.

Currently, Jabari is looking for distributors across Africa. Interested in distributing Jabari watches? Contact the Jabari Designs page in inbox

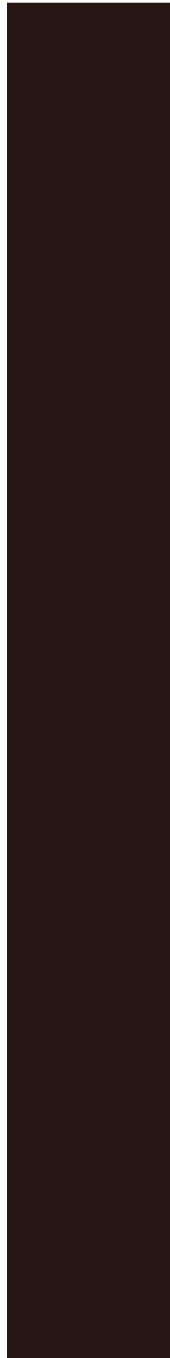
For those who wish to buy, here are the numbers corresponding to your country of residence



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HOW TO FIND AND DEVELOP PASSIONS?

The best approach to spend life is to find and develop a passion. But here, the question emerges about how to find and form interests. I know many people have given you advice to follow your passion. It is vital, especially if you are unable to find the right path for your life. If you know about your love, then life could take a positive turn in your favor. But before discovering the hidden passion, ask the following questions for yourself;

- Do you know what job you should do?
- What are your unique skills and abilities?
- What is the road map to achieve your dreams?
- How are you going to find out your dream path and passion for going ahead?

If you don't know the answer to the above questions, then you need a proper guideline to go further in life. Yes, this writing will provide you that road map that will lead you towards your passion.

What is the roadmap to find and develop passions?

“Every great passion starts with a dream, so try to find that dream.”

If you feel stuck, then here are the seven steps to discover and establish what you want to do in life. So, give some time, and you will be one step closer to your destination with these points;

Find your passions:

Firstly, the most vital thing is to dream about the possibilities that can happen in your life. However, before developing any passion, the first step is to find that. So, you will do the brainstorming about all possible things. Ask the following questions from yourself;

- Things that you like to do most
- Think about the things that you have dreamed your whole life
- Do you have any favorite hobby that can earn some money as a full-time job?
- Find out the things which you like to spend hours and hours.

After brainstorming and asking these questions, you will find at least one passion that you already have.

Develop the passion:

Now we move towards the second and another important step that starts after identifying the passion. For instance, if writing is your passion, then you need to develop useful skills in that field. So, practice, practice, and practice is the thing that could be your best friend during the whole process. Apart from this, adopt the following ways to establish your writing skills;

- Write in any journal.
- Join any writing group
- Ask your friends' suggestions after writing down a piece.
- Give or spread copies of writing in your circle to get feedback.

But the techniques to develop the passion could be different according to your interest. The main thing is to maintain the portfolio get some experience.

Set specific goals:

You can't move forward without establishing realistic goals and action plans. However, for this purpose, many people only focus on daily goals. But this doesn't seem right to make a way forward. It is vital to set the mission and vision statement, along with long term goals. After deciding the plans, the next thing that you need to do is to follow the pre-decided way. It is best to divide the small goals and tasks into weekly, monthly, biannually, or annually plans.

Find accountability

If you want to go further and far, then make yourself accountable in front of any person. It is the best approach if the owner himself is answerable to anyone. However, your coach or mentor can check your weekly, monthly, or annual progress. As a result, you know if you are meeting your expectations or not.

Take breaks

If you are passionate and want to move forward, then it is a perfect thing. But keep the items and workload in limit and don't overburden yourself. You can handle the excessive workload at the initial stages, but this approach isn't practical in the long run. However, the best thing is to find the work-life balance to keep the mind fresh and stress-free. So, hold on for items that are important in your personal life.

Re-evaluate your progress

At a certain point, you need to stop and look back at your way. In this glance, you need to determine the number of progress that you have made. Apart from this, evaluate the performance by comparing the current stats with old goals and stats. If you are meeting all of the stated objectives, then congratulate yourself. But if there is any lack of progress, you need to redirect your way towards the right direction. Above all, by re-evaluating, you can revise the strategies that aren't working correctly

Keep developing your passion.

“Learn to convert the passion in your long-term energy.”

After reaching a specific point, most people think now it's time to take some rest. But it's not the right approach. The world is continually evolving, so if you want to follow the pace, adopt advanced means. However, the best practice is to polish the existing skills by attending specialized courses, seminars, and conferences. So, connection with other experts gives you information to grow the passions.

By Carine Mbock

FIT AND HEALTHY

THE PREDICAMENT OF DIET

A ccording to a study revealed by the site Mediresources.Inc, approximately 85% of people manage to lose weight thanks to slimming diets. However, the same study reveals that only 15% of them manage to keep "The Line".



The idea of restriction and deprivation is one of the reasons why very few people consider a slimming diet in the long term have then witnessed what is called "yo-yo effect" how to effectively fight this steamroller of the dizzying weight recovery after diet?

What's the most effective way to indulge yourself without having to worry about extra pounds?

- Several reasons can explain a successive chain of slimming regimens such as:
 - * Bad eating habits, of which snacking is the most common.
 - * Consumption of alcohol and drugs.
 - * An uncontrolled diet often very high in calories while specifying that the normal daily intake is 2000Kcal.
 - * Stress because it has an effect on the abdominal belt and responsible for the accumulation of abdominal fat.
 - * Lack of sleep which is one of the immediate consequences of stress.
 - * Frustration after a failure following a first diet.

There are a multitude of diets that can contribute to weight loss, in this variety of diets, we find:

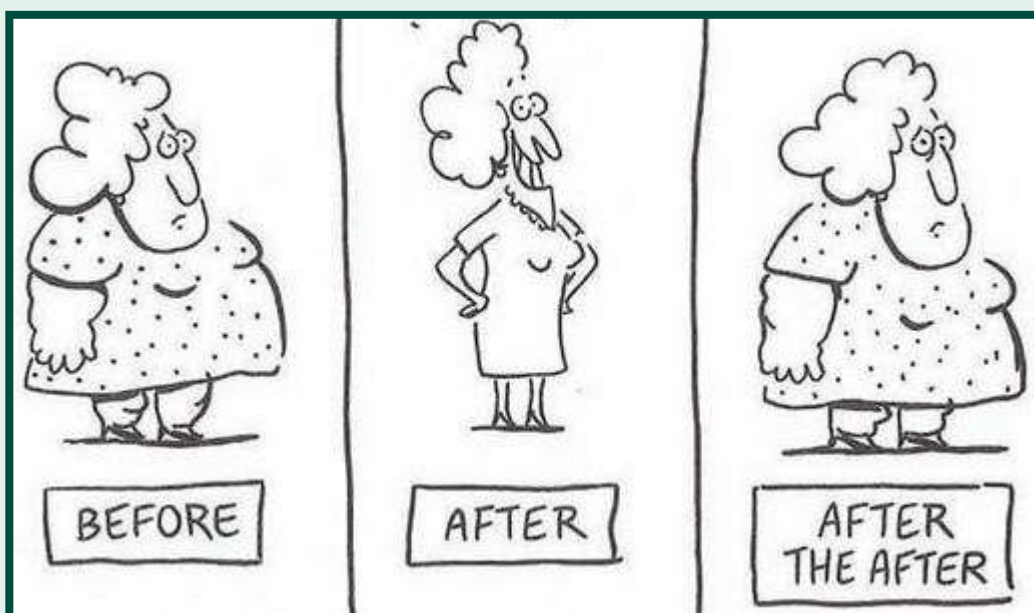
- High protein diets
- Hypoglucidic diets

The most popular being the so-called “Thonon” or “Duncan” diet.

These diets have in common the idea of deprivation and restriction therefore becomes restrictive which could justify the lack of tenacity in a patient who is predisposed to overweight.

Also, if these diets are presented most of the time as miracle solutions, for weight loss the fact remains that their effectiveness and their relevance could be called into question because of their effect based only on the short term.

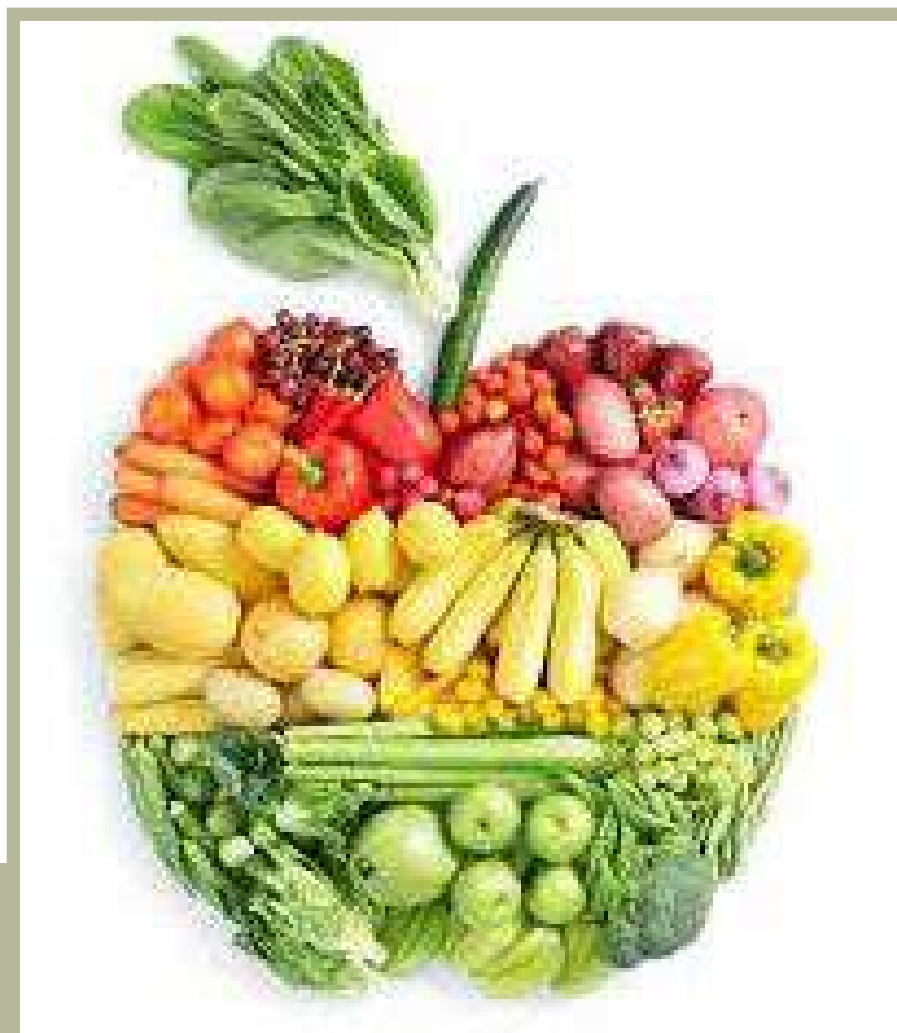
As mentioned above, after a slimming diet there is the problem of maintaining or if we consider that any gain or loss of weight is the consequence of a change in our caloric intake, the question remains our body needing nutrients, proteins, carbohydrates and lipids, how to find a good food balance?



The reduction of the portions of meals, the young intermittent, the consumption of teas and various slimming drinks, are certainly a starting point of solution for the loss of weight, but the good trick lies in the concordat balanced diet and physical activity!!

Here are some tips to stop depending entirely on slimming diets:

- * Opt for a food rebalancing
- * Do not skip meals
- * Sleep at least 5 hours a night
- * Chew slowly during meals
- * Consume at least 3 Liters of water per day
- * Clean up your environment, whether at the family or professional level
- * Respect the rule of three meals and set regular meal times.





Ultimately, slimming diets remain the primary solution to the problems of overweight and obesity because men as women and children are exposed to cardiovascular disease, hypertension, diabetes.

To succeed in your weight loss period, there are still no miracle solutions for weight loss, but the combination of diet and regular physical activity could help us permanently fight our extra pounds and allow us to maintain good health, because despite the aesthetic objective pursued by the slimming diet, it is also the guarantee of a healthy body.

By Dominique Ekwe

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I ONLY HAVE GIRLS, MY HUSBAND WOULD LIKE A BOY. WHAT TO DO?

In African society, children are a blessing. But even more than children, it is the boys who are the pride of their parents, and even of their families.

We all know a wife, sister, or friend who has this concern, and we have said to each other, "I only have girls, my husband would like a boy."

How do you handle this? How to endure the insults? Sometimes from her husband or her in-laws when you have only had daughters?

You need to know why women only make girls:

First of all, it is important to understand why this happens. Why, when some women end up with one, two or even four boys; do others just make girls?



If a woman only makes girls, it is her husband's fault.

Yes my sisters, let us no longer allow ourselves to be insulted for a fact over which we have no control. The science is precise. It makes it clear that it is the male sperm that determines the sex of the unborn child.

It's a good thing to know. So the next time your spouse, or any member of your in-laws tries to make you feel guilty about it, you'll know what to say.

Make your husband understand that girls are also valuable:

Remember, no man would be here if it hadn't been for a woman. To simplify girls by treating them like inferior beings is to insult the own mother who brought us into the world.

My sisters, let's learn to talk to our spouses. You have to make them understand that if they love their mother, their sister; they cannot despise their wife because she only makes girls.

Today, many girls have made their parents proud by having great careers, doing good jobs and earning a lot of money.

Education today enables many women to exist in society other than as wives. You must know it.

Let's avoid being shameless in the face of what our friends say. Such a feeling can be bad for the confidence of our children. They might end up being ashamed of who they are.

Having only girls is not a curse. This is perhaps the opportunity to change the minds of our spouses on the place of women in our African societies.

By Carine Mbock



IfrenMediaGroup presents

MADE IN AFRICA

THE BUILDING OF AN AFRICAN DREAM

A STORY BY SARAH DIOUF



THE HERERO: ENTHUSIASTS AND SURVIVORS

Of Namibia's many ethnic groups, the Herero people are perhaps the most significant in the history of this southern African country. Estimated at 164,000 inhabitants in Namibia, the Herero people are identified by their women, who still wear long, colorful traditional dresses dating back to the Victorian era, with puffed sleeves and tight bodices, all adorned with a headdress in the shape of a bull's horn, a sacred animal in the eyes of these enthusiasts of traditional cultures. As for the men, they are dressed in hats and do not go out without a fine wooden cane. The small Herero tribe speaks the Bantu language and lives in the Omaheke

region, on the border of Botswana and Angola.

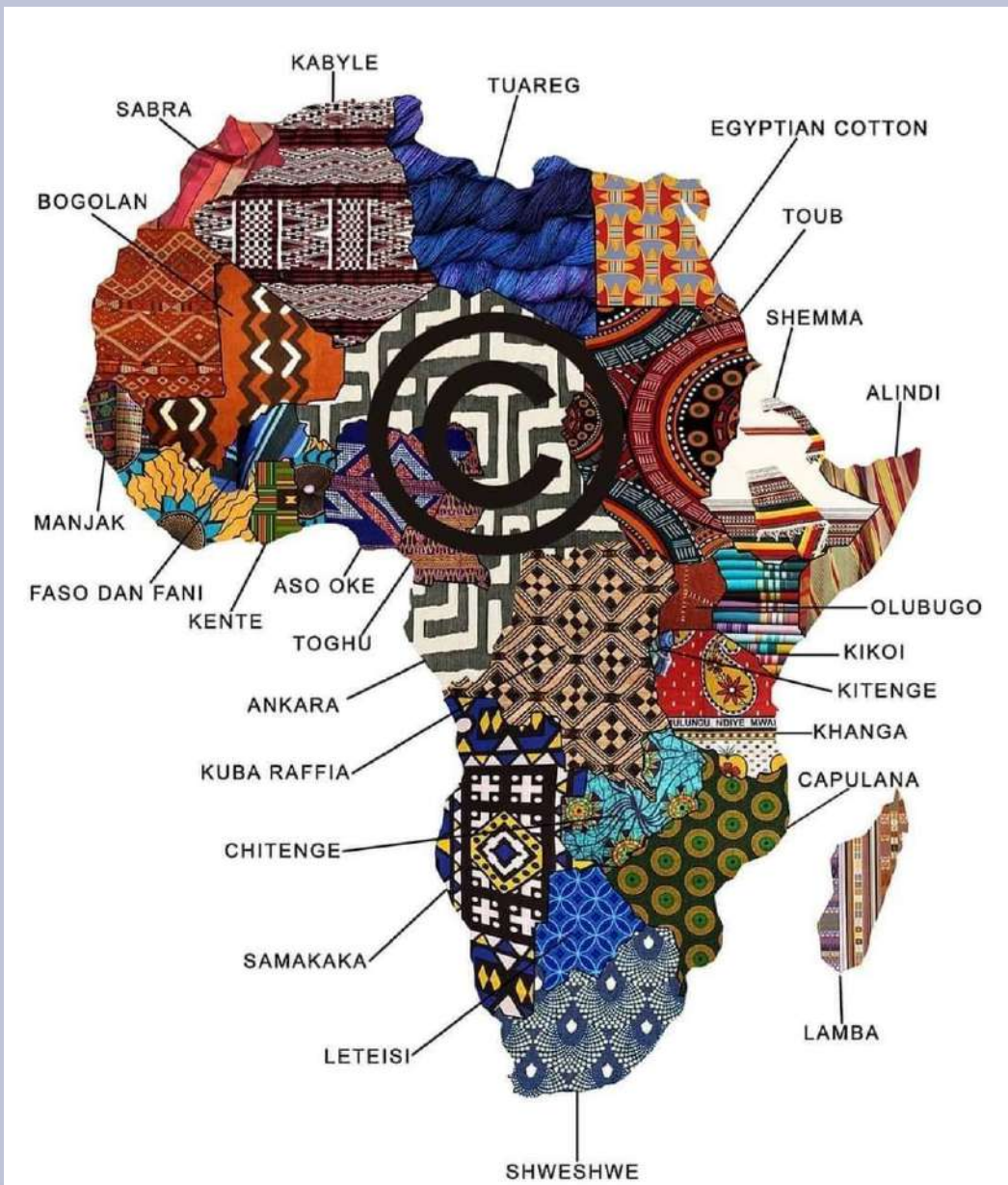
Before the German invasion in 1880, the Herero were cattle breeders. Today, they work in low-paying jobs in rural areas and sometimes in the cities, where they are employed as domestic servants or work on their own account as street vendors. This people is still very little known to the rest of the world, as is their history. When the Germans arrived in Africa in 1880, they colonized present-day Namibia, which had hitherto remained sheltered from European covetousness. In 1884, at the Berlin conference, Namibia was one of the four African territories under German protection. Heinrich Goering, the father of Hermann, one of the leading figures of the Third Reich, took over the protectorate.



For years, the Herero people were under all kinds of pressure, namely the theft of their land and cattle by their German masters. In addition to these crimes, the German masters turned the Nama people against the Herero and even rallied the Damara people to their cause, inciting the oppressed people to revolt under the leadership of their leader, Samuel Maharero. Today, the Herero are still waiting for Germany to recognize this genocide and award damages. After a lawsuit in the United States court, the payment of damages and an official apology from Germany are still pending.

By Pulcherie Delboise Ngo Nlengui





ANTA KATOUSHA WITH Katoush' Hair



1. INTRODUCE YOURSELF IN A FEW LINES

I am 30 years old, I am of Senegalese origin and I live in Paris.

I have a higher education degree in Social Economy and two years ago I decided to embark on entrepreneurship by creating my hygiene and hair care brand: Katoush' hair.

It is based on products from everyday African consumption such as cassava, kinkeliba, plantain, bissap, ginger and okra.

This idea came to me when I noticed that the offer on the cosmetics market intended for the Afro population hardly ever took into account the know-how of our elders. The latter on the continent have used and continue, to a certain extent, natural products from their own land.

They have benefits for the care of the hair but also for the skin. The five products I have chosen allow my clients to discover and appreciate their virtues, namely: nourishing our hair, contributing to intense hydration and stimulating growth.





2. What are the reasons that pushed you to launch your project?

Amanda:

As I said previously: a sad fact. Local and rural products in some African countries are relegated to the background, even neglected in favor of imported industrial cosmetic brands.

Indeed, these companies specializing in beauty and body care have understood that Africa is a land of opportunities to sell their products. These are popular with a fairly young and flirtatious clientele who assume that everything from abroad, especially from the West and Asia, is “modern”.

But many consumers (and even consumers!) Find, after use, that they are often not suitable for black skin and frizzy hair. Some even encounter hair or skin problems depending on the products applied.

It is therefore our duty to make (re-) discover the benefits of African products to its inhabitants and its diaspora. They are more suitable for them.

3. What is your philosophy?

We are sensitive to the precarious situation of the households of the popular classes and the so-called lower middle class. We therefore wish to fight against poverty by collaborating with mothers who work the land.

We absolutely want to encourage them and value their noble work. This is why, since the launch of Katoush'hair in 2018, the brand has partnered with a women's cooperative whose name is “sunu jiggen” in Senegal.

Katoush'hair is therefore part of a logic of fair trade and solidarity economy by creating jobs in villages and towns

for the final transformation of our products.

The second objective is to solve the problem of valuing local agricultural and forestry products encountered by groups of collectors in rural areas.

This is why we will soon be offering three other hair care lines made from daily African food products. We therefore hope that our customers will be satisfied because we strongly wish to pamper them with quality products that meet their expectations.



4. What is the hardest part about starting a project like yours?

The visibility. We are working on it to make our brand better known, but it must be recognized that this is a long process. You need to have advanced skills, some expertise in communication and marketing.



5. *through what channels to contact you?*

We are a young and dynamic brand. We therefore use social networks:

Facebook: Official katoush'hair

Snapchat: katoush'hair

Instagram: katoush'hair

Finally, you can reach us by phone on: **033 6 98 33 93 12**



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