

INNOVATE AND EMPOWER PROJECT

INNOVATION PART 01: DRAWING SET



FIGURE 1. 1 A STUDENT DEMONSTRATING HOW THE DRAWING SET IS USED



FIGURE 1.2 SHOWS A DRAWING BOARD WITH A WEDGE AT ITS BASE. THIS IS AN INNOVATIVE PART OF THIS DRAWING BOARD. IT OFFERS COMFORTABILITY WHEN DRAWING WHICH IS QUITE DIFFERENT FROM MOST OF THE DRAWING BOARDS YOU'LL FIND ON THE MARKET WHICH HAVE A FLAT SURFACE AT ITS BASE MAKING IT DIFFICULT TO DRAW EFFECTIVELY.



FIGURE 1.3 SHOWS A T-SQUARE WITH A SLANTED EDGE AT ABOUT 30 DEGREES. THIS WAS SCIENTIFICALLY DESIGNED TO THAT ANGLE TO ALLOW EASIER DRAWING OF LINES WITH A DRAWING PENCIL.

INNOVATION PART 02: STUDENT MOTIVATION HANDBOOK

CoverStory

By Richard Chirobwo

SELLING IDEAS, NOT BOOKS

Ideally, a book is supposed to effectively mirror and express things that have happened, or do happen.

Usually, an author sets out on the writing journey to earn some kwecha out of their sweat.

While 23-year-old Bright Johns Chidzumani acknowledges that his recently published book, 'Success and Creativity: Unleashing Dominant Cognitive Potentials', seeks to achieve the former, intellectually minor and express things that have happened or do happen, he insists that the book has nothing to do with earning money out of it.

"My vision behind writing the book is not necessarily to sell the book but to sell an idea. So when people buy the book, they are actually buying a blueprint for transformation which can be customised in many ways. The end goal of the book is to build an effective public leader and an innovative corporate leader for such is a person we need for progressive development," says Chidzumani.

But it seems that he is not only against the idea of making money out of each and every human adventure, he is against over-reliance on lecture, too.

In a country where academics, and access to education, take centre-stage, this might come as a surprise. But the 2016 author sticks to his guns.

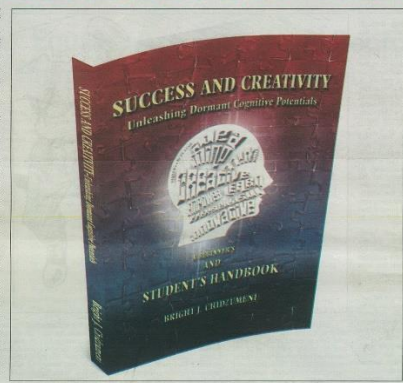
"Academics are not enough to develop an individual into a leader we ought to have for national development; we need mentorship programmes with some of subjects presented in this book, except to see a world of scholars who are geared towards building nations by establishing initiatives and companies on new theories and strategies other than adopting the same practices which haven't worked in this era. I expect that individuals and organisations will see the significance of this book and buy it for schools and youth groups."

Quite surprising for an author who has recently completed his studies in Technical Education at the Malawi Polytechnic.

Chidzumani, who believes in using knowledge, skills and potential to bring about lasting solutions to human challenges, says writing entrepreneurship and rudimentary innovations are some of the ways of pulling Malawi out of ignorance and poverty.

New face, old hand
While Chidzumani may at 23, be too young to be fairly be known to be an old hand at writing. He has four titles to his credit.

'Success and Creativity: Unleashing Dominant Cognitive Potentials' is his first book to get published and printed but he has written three other manuscripts which were distributed for free online. These titles include 'Inevitable Crisis of Success', 'Why Minds: How to Build an Impassioned 'Your Intellectual Capital' and 'Ideas: The Driving Force for Africa's Development'— which has, so far, reached readers in five African nations," he says.



OPENING NEW GROUND — Chidzumani (right) and his book

The book was published in August 2015 by a South African publisher Mr. El-Roy & Cook of Visionary Dreamers Publishing Company. It was also published online by Amazon, the United Kingdom-based book selling company. It was made available for sale locally in December last year.

Not that the author harboured ambitions to venture into writing at an early age. In fact, writing is something that hit him as an afterthought.

Ideas to author books started when Chidzumani was sent as an apprentice lecturer at Lilongwe Technical College in his third year of study in college. That experience taught him one thing: "Our education system focuses at imparting academic knowledge, leaving out the development of intellectual areas of a student which are just as important. I am talking of intellectual areas such as creativity, innovation, leadership skills and entrepreneurship."

He elaborates: "To be exact, students are not mentored on how to turn intellectual knowledge, or attained skills, into enterprises and innovative outcomes, as well as on how to live a life of impact as effective leaders. So I concluded that if our schools only focus on ensuring that students obtain excellent grades, then we have failed to educate them. The purpose of education is to impart knowledge in students by maintaining their value in the learning process and the improvement of their skills so that they can willingly put forth the necessary effort to develop and apply acquired skills and knowledge efficiently.

Effective schools not only encourage students' ability to obtain excellent grades, but also instil passion and long term commitment to learning which results into students being creative, competent, innovative and 'forward-thinking'."

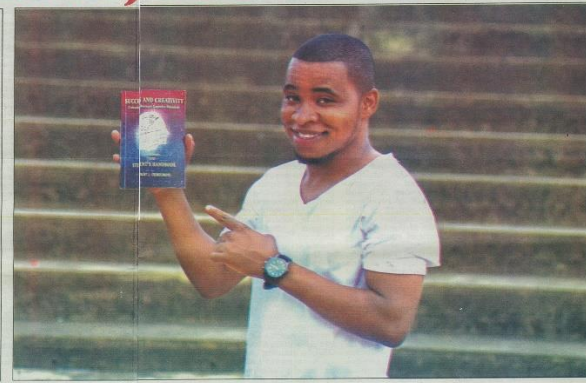
Empowered by this knowledge, Chidzumani established a mentorship

programme at Lilongwe Technical College where, every morning, he would go to different classes to offer success motivation for three months.

It, then, became clear to him that he could publish 'Success and Creativity: Unleashing Dominant Cognitive Potentials' in a bid to reach out to Malawian readers and those across the borders. He wallows in such topics as creativity, character education, leadership, innovation and entrepreneurship.

Giving up, rising up
However, as Chidzumani has come to learn, the road to publishing is spiced with more challenges than success in Malawi; hence his decision to court foreign publishers.

Chidzumani shares his experience: "The greatest challenge I faced in the course of publishing was the feedback I got from local (Malawian) publishers. I approached all the publishers under Book Publishers Association of Malawi but



none of them gave me an opportunity to publish with them. Some of them said, [they] were working on new secondary schools and local others were more interested in fiction while two others just continuously gave me false hopes.

"I can't remember how many times I called them, only to get the same response: 'We will call you back'. And that went on for about a month and I called them three to four times a week. That's when I reached a breaking point: I gave up. But when I gave up, new ideas came to me: consider international publishing and I was quite an easy job."

He observes, among other things, that the road to publishing is not smooth because publishers are not doing much; they haven't opened up enough, and most of it are not publishing for money in need of a cause, a situation he describes as "their greatest weakness."

Nevertheless, now that it is a book he has seen the light of day, the author

has set his eyes on a national agenda. He says, as people living in an information age, it would be necessary for those that have access to useful information to put it to good use.

"With digital revolution, the economy of the 21st century is based on idea-generation through creative thinking. Individually, and as a nation, we need to attain robust financial intelligence in order to recognise a market need, generate the most workable ideas, employ proper organisation in the execution, mobilise the right community force and employ strong leadership capabilities to make ideas happen. This doesn't happen in any other way (other) than through books and we must read them comprehensively," says Chidzumani.

"As I mentioned earlier on, the objectives of this book can effectively be achieved through mentorship programmes in secondary schools, youth groups and colleges. The

greatest challenge is that most of these youth cannot afford to buy these books on their own and it will take more than myself to reach to the whole country. There is a need, therefore, for me to partner with certain people and organisations so we can donate the books to as many (people) as possible and mentor them accordingly."

Chidzumani says he has learned not to give up in the realising that his source of inspiration is Economic Association of Malawi president, Henry Kasheja, who "writes exactly what I have always resolved as important for development."

Publishers' bursar?
Despite facing challenges in getting his work locally published, Chidzumani observes that the future of publishing is bright.

"There's a generation of zealous and innovative young people who are going to storm the publishing industry with great strength. The

younger generation understands the 'why' of publishing and that's why I am certain they will make current publishers go obsolete because they don't understand this," says Chidzumani.

He berates publishers' tendency to sideline the youth, observing that, without grooming the youth, integrity will be the first casualty.

"The future of Malawi we envision can only be fulfilled if we begin grooming the youth now. If we want effective public and corporate leaders then now is the time to raise those leaders. The youth are not leaders of tomorrow if they are not leaders today; otherwise they will assume leadership positions in future without the mind and integrity of a leader. That's why these mentorship programmes are very important," he says.

As other youth wait for their turn, however, Chidzumani has started living his dreams.

Your Stars

- Aries**
Try to be kind and communicate with family today. It is time to plant the seeds and ideas that will bring you wealth and honor.
- Taurus**
You will go so far today to reach out to an old love in the hopes that he/she will be available. If they are committed, leave them alone to go on with their lives as you go with yours.
- Gemini**
Be creative when you express yourself and keep your romantic partner foremost in your mind.
- Cancer**
Express your affection by being gentle and kind. It will be easy today since you are feeling particularly open.
- Leo**
You might find that friendships are renewed during this holiday weekend and an interesting person is coming into your life today.
- Virgo**
Try and be a little more aware of placing your oppure on the shoulders of others. You are not the all-knowing and wise one today.
- Libra**
Invest in your home and family this holiday weekend and be seeing in what you long to do.
- Scorpio**
Gain those who are having a difficult time down and talk about practical matters with your family.
- Sagittarius**
There is an extra shot of energy today. Try looking at what people want from new angles.
- Capricorn**
Do more listening than talking today. Conversations about money can be beneficial today if you go over past ideas and thoughts.
- Aquarius**
You have tremendous impact today on those you work with. Speak clearly and with small words.
- Pisces**
You might find that you have a blast of energy and you do just about anything for about an hour or so. Lose the baggage and gain confidence in your abilities.

FIGURE 2.1 A JOURNEY BY A MALAWIAN NEWS PAPER OUTLINING A STEP BY STEP JOURNEY TO THE PUBLICATION OF THIS BOOK AND ITS USEFULNESS AS A POWERFUL TOOL FOR MOTIVATING AND INSPIRING STUDENTS FOR CREATIVITY AND ENTREPRENEURSHIP.

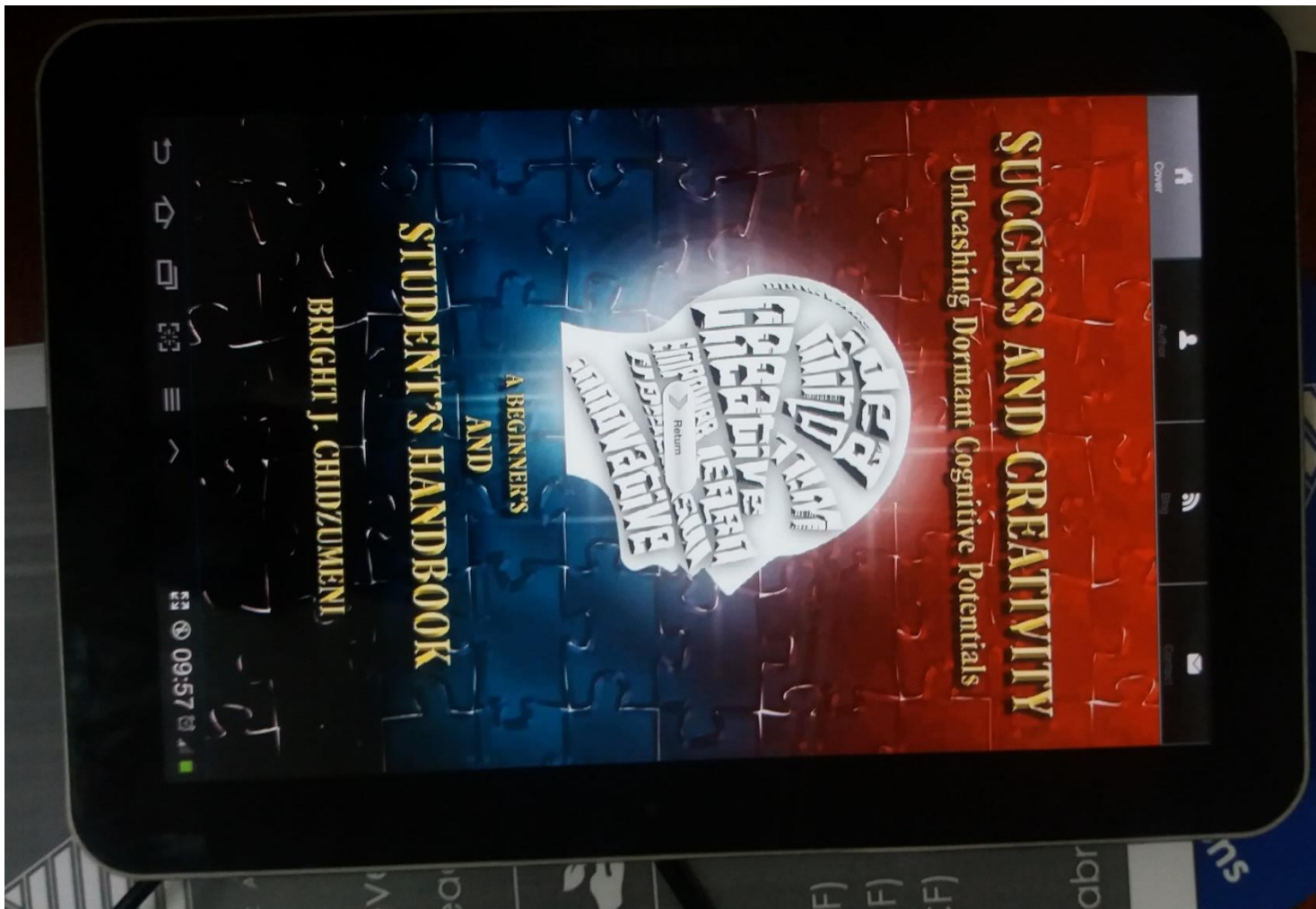


FIGURE 2.2 SHOWS A TABLET WITH THE BOOK'S MOBILE APP OPEN. IT HAS FUNCTIONALITIES FOR DIRECT MESSAGING THE AUTHOR (BRIGHT CHIDZUMENI) AND GIVES THE USER OF THE APP AN INSTANT ACCESS TO MY BLOG ARTICLES WHENEVER THEY ARE POSTED.

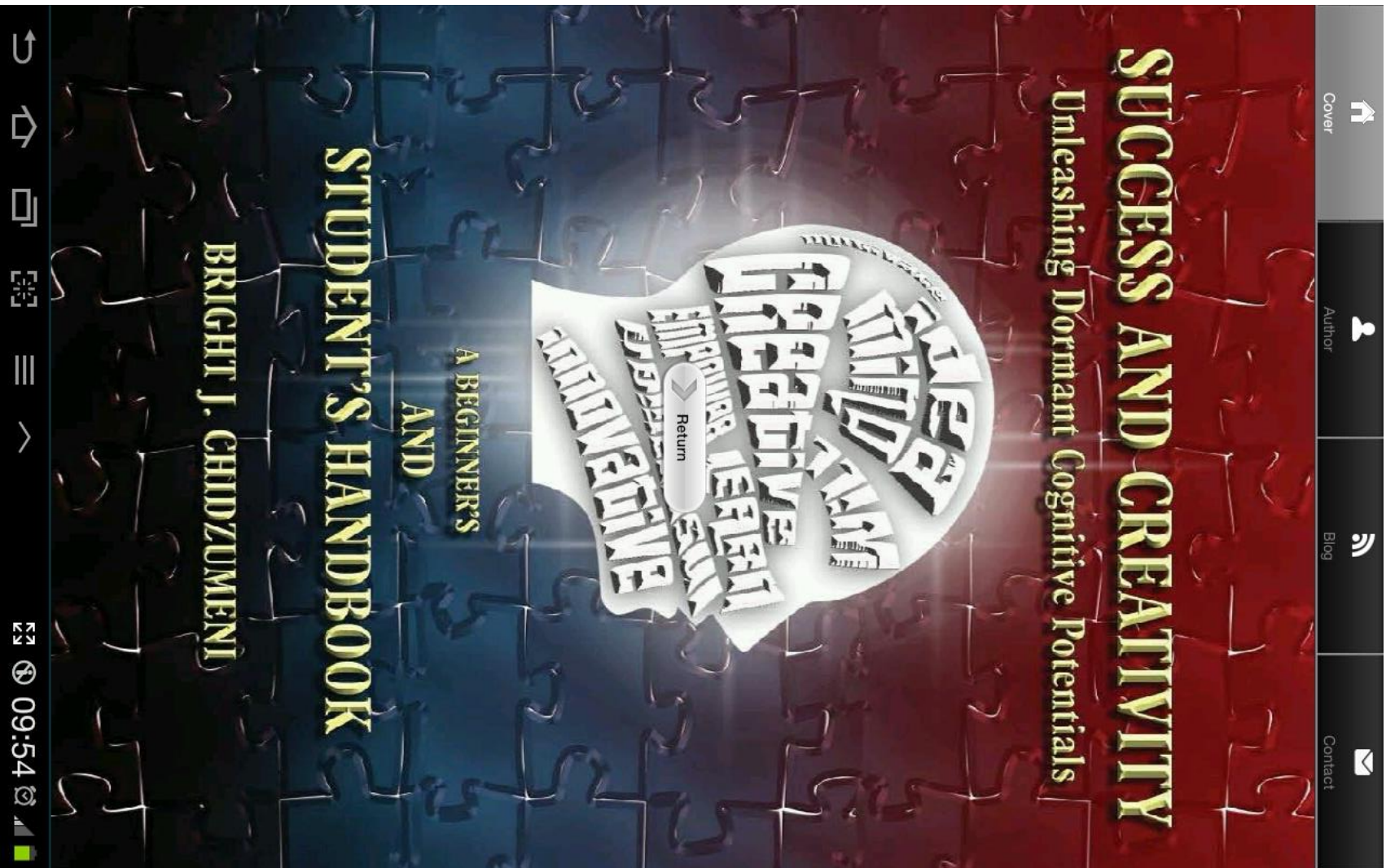


FIGURE 2.3 SHOWS A SCREENSHOT OF THE BOOK APP