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**ARE BUE COMPETITION ENDS IN THRILLER
AS BIC SHOWS GRATITUDE, REWARDS CUSTOMERS**

BUSINESS

**THE COMMERCIAL
DIARIES OF
FRIDAY THE 26TH**



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AGRI-NEWS

**BREAM BASE TAKES
THE AQUACULTURE
INDUSTRY TO
GREATER HEIGHTS IN
BOTETI**



LIFESTYLE

**MOKOTO WA LESOSO
EVENT AIMS TO
PRESERVE CULTURE**



MOTORING

**2022 LAND ROVER RANGE
ROVER REVEALED:
SMOOTHER LOOKS, ALL-
WHEEL STEERING**



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**LOO CRIES NO UTILIZATION OF OPPOSITION MEMBERS OF PARLIAMENT
ASKS FOR OPPOSITION CONSIDERATION**



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SMOKING CESSATION A SERIOUS CHALLENGE- GATS RESEARCH

57.8% tobacco smokers made a quit attempt only 7% managed

Research by the Global Adult Tobacco Survey (GATS) has proven that smoking cessation is a serious challenge in Botswana which has led to many failing to quit the use of tobacco which eventually leads to poor health and death for some.

Statistics show that in 2017, 83.9 percent of tobacco smokers planned to or were thinking about quitting. More than half (57.8%) of tobacco smokers made a quit attempt. Two-thirds of tobacco smokers (67.0%) who made a quit attempt tried to do so without any assistance.

Among smokers who visited health care providers, 51.8 percent were asked if they smoked and 43.7 percent were advised to quit smoking. Overall, 7.0 percent of smokers quit in just 12 months.

Describing why it is difficult for one to quit smoking Psychiatrist Dr Thula said, "Cigarettes

should be rated as a potentially more harmful drug than illegal substances such as ecstasy and lysergide (LSD). Cigarettes lead to addiction which is a chronic relapse disease, it affects the body and how it is supposed to function. When you smoke a cigarette it only takes six to ten seconds for the nicotine to reach your brain. This makes smoking tobacco very addictive and difficult to stop.

Nicotine that is inhaled in cigarette smoke is absorbed by the lungs into the bloodstream and quickly goes to the heart and brain.

Current stats reflect that 18.3 percent of adults aged between 15 and 69 in Botswana smoke tobacco. Rates are much higher among men than among women 31.4 percent of men and 4.9 percent of women smoke tobacco. Every year nearly 2,000 Botswana are killed by smoking-caused diseases. Even though fewer men and women die on average in Botswana than in other middle-income countries, still 27 men and 11 women are killed by smoking every week.

"Most people that are addicted to cigarettes started smoking at a young age, it is easier for a young person to become an addict compared to someone who starts smoking at an older age.

Addiction is defined as a chronic, relapsing disorder characterized by compulsive drug seeking, continued use despite harmful consequences, and long-lasting changes in the brain.

It is considered both a complex brain disorder and a mental illness' concluded Dr Thula.

Former drug addict and advocate Boyson Mokone supported the statement stating that quitting cigarettes was a huge challenge that he faced which even led him to use heroin because he wanted something with a much bigger effect than tobacco despite knowing the effects that come with taking both substances.

Smoking Cessation a serious challenge- GATS Research.

ARE BUE COMPETITION ENDS IN THRILLER AS BIC SHOWS GRATITUDE, REWARDS CUSTOMERS



The Are Bue competition which saw over a thousand entries from participants came to an exciting grand finale today, with Joseph Jobe, Tshepo Isaac Mogatle and Outule Keatimilwe, Botswana Insurance Company (BIC) customers, walked away with all expenses paid holiday packages.

The campaign was inspired by the insurer's desire to provide customers with first grade service from its robust Are Bue digital platform which enables customers to give instant feedback.

As one of the first short-term insurers in Botswana, BIC has contributed monumentally toward building and molding the landscape of the insurance industry in Botswana through their in-depth knowledge and expertise. They have attained a Moody's rating of Baa2 and boast a vast portfolio of clients across a myriad of industries.

"We are grateful for the support we get from Botswana. Our purpose is driven by the

urge to make their lives better. For this reason, customer feedback is crucial for improving our systems, products and services. We embrace customer centricity. The competition was designed to draw our customers to our Are Bue platform which enables them to provide detailed feedback on the customer service they receive, the adequacy with which they are assisted and any other complaints they may have," says BIC CEO, Newton Jazire stated.

Winners welcomed the prizes. The first prize package included a five-day Premier Suite and deluxe room at Cresta Mowana Safari Resort and Spa, Kasane for four persons on a bed only basis, all meals, spa treatments and selected activities included to the amount of P24,000.

The second prize package included a single Executive Suite for two nights at Cresta Maun on a bed and breakfast basis for two persons, all meals and extras as specified by Botswana Insurance Company worth P5,000. The third prize package included an Executive Suite for one night at Cresta Mahalapye on

a bed and breakfast only for two persons, all meals and extras as specified by Botswana Insurance Company to the amount of P4,000.

The draw took place in Cresta Lodge Gaborone. Winners were randomly drawn from a pool of entrants and notified through the telephone. All winners had to produce valid original identification documents in the form of either their OMANG (citizens) or Passport (non-citizens) when claiming their prizes.

The competition was overseen by credible auditing group, Price water house Coopers (PwC) with strict adherence to Gambling Authority guidelines. These ensured that the competition was transparent and that it ascribed by the highest ethical standards. BIC is known to become the most reputable short-term insurance company. They have maintained the largest market share for short term solutions and we have recently been recognized as the Best General Insurance Company in the Global Banking and Finance awards of 2021.



LOO cries no utilization of opposition members of parliament

Asks for opposition consideration

The just delivered State of National Assembly (SONA) promises change and implementation of policies which were received differently by different people the Leader of Opposition Dumelang Saleshando included.

Saleshando argues that the President of Botswana

Mokgweetsi Masisi and the Botswana Democratic Party (BDP) Members of Parliament continue to disregard their position as opposition party. Members of Parliament in changing laws and suggesting policy changes saying it could be critical to changing Botswana and Batswana.

He says that the past 12 months have created a false sense of security and this should be a perfect time to come with ways of ensuring this is long term with possibilities of permanency. He said

the hike in taxes continue to expose the flaws of the current government.

Saleshando argues that there is a pattern that includes hiked electricity prices adding that the cost of living has suddenly become too high for the average Motswana who does not know how secure their job is.

Saleshando says that if there were proper analysis done, the government would be aware that most of the suggestions they overlook are mostly really efficient

if implemented well. He specifically spoke of the 'Ipelegeng' initiative saying that "whatever it is that the president says he will implement in regards to the Ipelegeng initiative is what the Umbrella for Democratic Change (UDC) had proposed and also proposed in parliament but were turned down."

The LOO argues that the government proposes nothing to diversify the economy but rather continues to speak mainly of diamonds and not tap into other stream of generating income

and security. "On Monday, the President said that global economy is projected to grow by 5.9 per cent further saying developing countries will grow by at least 6.4 percent for the year 2021 adding that the Gross Development Products (GDP) in Sub Saharan Africa will grow with 3.7 percent in 2021 adding that this is because the diamond market is expected to recover and start performing well to him this is everything that we need to hear," Saleshando said.

"The President has not

utilized his parliament not even his Ministers," Saleshando said. He further says that he needs to task them to bring forward ideas that will prove important to Batswana and the economy.

Saleshando says that it is high time other sectors including Agriculture be given priority as it possesses traits of a good sector. Although other members of parliament did not agree with most of the things he said, the LOO emphasized that utilization of the cabinet should remain key.

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#FeedTheNation

BUSINESS

THE COMMERCIAL DIARIES OF
FRIDAY THE 26TH

BLACK FRIDAY

Malebogo Ratladi

During these last days of 2021, apart from Christmas, people are looking forward to black Friday, an annual event that has taken importance in commerce. Myths surround the inception of black Friday, however even if the stories may have been made up, the day is quite important for retailers. It is regularly one of the busiest shopping days of the year, and it sets the tone for the holiday season, which accounts for 20% of yearly sales in the retail industry according to researches by Walden University.

Botswana is no different as most companies have already started putting stock for sale days before the 26th of November, it could be a marketing strategy however it could as well show that there is no actual day called black Friday but a clearance big sale that happens year end. In an interview

with the Marketing Technician of African Agriculture Mongwe Boima said Black Friday is more than just a strategy to clear stock, she said most companies see it as chance to give back to their customers.

Boima said at AA they long started with the black Friday sale because of the nature of what they sell, "we sell farm implements and that is not something that a buyer can just wake up and decide to purchase because of high price they come with," she explained, "you plan and budget for it and this applies to buying machineries or furniture." She said in most cases companies label this time of the year as black November to build a momentum towards the big day so that people can budget looking at the current prices of the products.

However, it is not all the consumers who are excited about

this big sale of the year, Masego Dekoker said she is still skeptical about the whole idea of black Friday, she said most companies use it to promote the sale of other products by marking down the least sold products of the year. She said by attracting buyers to the

market place, companies actually economise on the hype and excitement of black Friday.

"Black Friday plays with the psychology of consumers and the whole thing is a scam, if retailers mark down prices, they will not benefit rather they make a loss and you will find that most companies make a mark down of some products and raise

prices of the others to cover up or compensate."

Dekoker emphasized that those deals are actually not that much of a bargain as in most cases they just use some of the prices they used to during the year before. She said the excitement of black Friday is slowly

declining.

The big day is in 2 weeks' time and because majority of retail businesses already know their consumer behavior, they have started creating a sense of urgency regarding their products and as always majority of consumers who still believe in black Friday are preparing for the big day.

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BREAM BASE TAKES THE AQUACULTURE INDUSTRY TO GREATER HEIGHTS IN BOTETI

Malebogo Ratladi

Aquaculture, the breeding, rearing and harvesting of fish, shellfish, algae and other organisms in water environments is slowly gaining traction as Tumelo Boima, a farmer in Boteti appreciates the potential of fish farming as an industry and how it has the potential to empower his community.

Speaking about aquaculture recently, The Ministry of Agricultural Development and Food Security recently launched an aquaculture project by the United Nations (UN). Officiating the event minister Karabo Gare gave an insight that globally aquaculture is the fastest growing meat production and it has the potential to reduce the demand for animal protein. He added that aquaculture plays a major role in rural socio-economic development and environmental conservation by maintaining various plant ecosystems. Boima explains that the idea of aquaculture came about when he was conversing with his business partners almost nine years ago when they planned

to resuscitate the Mmadinare fish farm to be used by the community. Even though their plans were futile, his love for aquaculture remained. Boima is the Founding Director of Bream Base, a company that distributes fish on behalf of licensed fish farmers. "I saw the potential fish has through the guys who sell in informal market, the cooler box guys." Boima added that he opted to go the professional and formal way in order to target bigger markets

including hotels, retail stores lodges and all other willing to buy and order in large scales. Through Bream Base, Boima aims to redefine the bream industry in Botswana with their reliability and highly innovative approach that considers the sensitivity that their product requires. He shared that he chose to deal with bream because of its nutritional benefits that is good for human health apart from that growing up in Boteti played a role as their settlement is along

the Boteti River and bream was a staple food for the locals.

In his attempts to make this concept bigger and better, Boima said he tried to approach mines to make the idea a part of their community development projects and he did not get the reception he needed. He said that this did not discourage him because with the ongoing progress of his initiative he hopes all the people he approached will come on board someday.

Like most entrepreneurs he expressed his disapproval about how some retail shops opt to source the same products outside Botswana. He further advised them that the economy can be boosted if Botswana can buy and promote local.

Bream Base will soon open its official fish farm while currently Boima says he will continue to empower fish farmers in Boteti by taking their products to the big markets.

Support-A-Farmer.
Feed The Nation



What you need to KNOW!

ABOUT THE RECENTLY LAUNCHED BHERO55 FARMER SUPPORT PROGRAMME BY AFRICAN AGRICULTURE (AA)

55 CITIZEN FARMERS ONLY

Our mandate
The mandate of the BHERO55 farmer support programme is to reward 55 farmers who purchase YTO/BHERO tractors.

Your rewards
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Will be given to each farmer in which 10,000.00 pula in cash or voucher will be given every year

Duration of the Programme
The programme will run for 5 years and will only extend by a year

Your benefits
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NOW **P866**



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12MM

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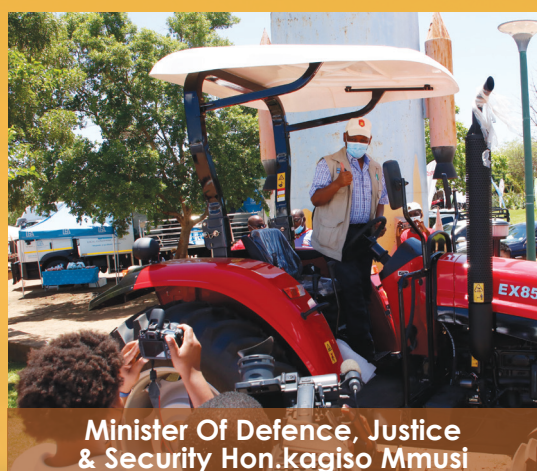
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& Security Hon. Kagiso Mmusi



BUAN Vice Chancellor Jasper Rees
test driving the YTO/BHERO 854 tractor



Orefilhetse Masire, Hon Mmusi Kgafela,
Jasper Rees & Gobusamang Keebine



Public Relations Officer For
African Agriculture Mrs Patricia Tshephe

As part of their corporate social responsibility of giving back to the farming community, African Agriculture (AA) collaborated with its star brand BHERO towards "BHERO55 farmer support programme" which was officially launched on Saturday.

The name of the programme is inspired by Botswana's 55th anniversary. The key mandate of the BHERO55 programme is to reward and motivate a total 55 farmers who purchase the YTO/BHERO tractors with services plus education towards maintenance of their YTO/BHERO tractor. Farmers who are 100% citizens of Botswana are eligible to enter to be a part of this prestigious programme. This programme being aligned with "support a farmer feed the nation initiative" which was recently launched in June this year, is in line with AA's objectives to support farmers with bettering their farm implements towards achieving a food secure nation.

Through the BHERO55 programme, 60-thousand-pula will be rewarded as motivation to farmers who take good care of their YTO/BHERO tractor.

The 10 thousand pula will be given to farmers in cash or vouchers to purchase from African Agriculture. A farmer becomes part of the AA club and through this club farmers will receive free education and training on how they can care for and maintain their tractors and other farm implements they purchase with AA.

The programme will run for 5 years and will only extend by a year if the beneficiaries are youth and women respectively. Which means farmers stands a chance to bag the 60 000 pula should the programme extend by a year. African Agriculture has pledged 3.3 million pula towards the success of this programme.

Financial Assistance Available, African Agriculture Is In Partnership With Banking Institutions To Assist With Financial Aid.

FOR MORE DETAILS CONTACT

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Malebogo Ratladi

Culture and its heritage reflect and shape values, beliefs, and aspirations by defining people's national identity and it is important to preserve cultural heritage to pass it to the next generation.

It is rare to come across an edutainment event that is mandated at keeping relevance of traditions and cultures of a group of people. In 2016 Flamboyant Entertainment and Makgobokanya social club joined to give back to their community and also preserving the Bangwato heritage and culture by coming up with Mokoto Wa Lesoso an event mandated at educating and entertaining people about the lives of people in Shoshong and the whole Bangwato tribe. Tshimologo Bonang a founding

member Flamboyant Entertainment said as this will be their 5 th time jamming, this year's show will be bigger and better because that is what they owe Batswana since last year's event did not materialize because of the pandemic.

He said when they came up with this concept they wanted to give back to their communities as part of the event proceeds was donated to the less privileged. Bonang said they were motivated by how young people seem to be clueless about their culture and a few are slowly forgetting their roots. "We wanted a medium that will educate at the same time bring fun and enjoyment to attract people," he said most people tend to get bored when issues of culture arise, so they wanted to custom make the whole the event to cater for people who love culture

and fun at the same time. He said the name was inspired by the meat called Mokoto that is best served and prepared among the Bangwato tribe and Lesoso is another name for Shoshong, a village In Bammangwato. He said the event is fun packed with performances by local traditional acts from the music industry however the traditional food that is served is what makes the event. "The main course of the food served is mokoto and we never go wrong in making it tasty. Bonang added that the event is also defined by the dress code, he said, "it is mandatory to wear traditional attires that represents your culture."

This year they invited Culture spears and Ubuntu bands and other local traditional music groups to come and boost the entertainment section of the event.

NO SUDDEN
MOVE



Released :2021

Director: Steven Soderbergh

Starring: Don Cheadle, Benicio Del Toro, Kieran Culkin, David Harbour, Brendan Fraser, Ray Liotta, Jon Hamm

No Sudden Move revolves around a job gone wrong as a hired crew are stitched up for what seems like a straightforward job. Curt Goynes (Cheadle), Ronald Russo (del Toro) and Charley (Culkin) are hired to blackmail Matt Wertz (David Harbour), and the film becomes somewhat of a cat and mouse game with racial tensions rife and the police drawn into the web by Joe Finney (Jon Hamm). The plot can be difficult to follow on occasion, and in typical Soderbergh fashion doesn't go in the direction audiences may expect – No Sudden Move will perhaps warrant repeat viewings to decipher all the character motivations and the nuances of the story.

What it's destroying in this particular slice of American history is a sizable chunk of Detroit's Black population, continually subjected to racist housing policies and zoning laws. Goynes wants to use the spoils of this particular caper to redress some of those injustices, but there are limits to what he can accomplish, and also to what the filmmakers can illuminate in the course of a two-hour commercial entertainment. "No Sudden Move" does what it can to usher those hard truths into the light, particularly in one pointed scene set in a Black suburb that will soon be leveled to make room for a freeway. The moment sticks out like a sore thumb, and I mean that as a compliment. Sometimes it's not just about the destination or the journey, but the detours.

MOTORING



2022 Land Rover Range Rover Revealed: Smoother Looks, All-Wheel Steering

Inside, there are big screens, and the infotainment display has haptic feedback

The 2022 Land Rover Range Rover brings the famous luxury SUV into its fifth generation. The new model sports a familiar appearance with smoother lines that keep the premium machine looking modern. Plus, the automaker loads it with all of the latest technology.

The new Range Rover rides on Land Rover's MLA-Flex platform. Buyers can select short- and long-wheelbase layouts. Depending on the trim level and a buyer's preference, it's possible to get four-, five-, or seven-seat configurations.

The design of the new Range Rover evolves the model's established appearance but simplifies things down to the elemental aspects of the look. It looks especially smooth, including the rounded edge of the door blending with the glass in a fluid transition. These little touches give the big model an impressive drag coefficient of just 0.30.

The Range Rover rides on an adaptive air suspension with a new five-link rear axle that uses the navigation system to tweak the system for the road ahead. It also operates with the adaptive cruise control and steering assist to smooth



Folks in the back can enjoy a pair of 11.4-inch entertainment displays that mount to the front seatbacks. With the available Executive Class Rear Seats, there's an 8.0-inch touchscreen in the center armrest.

In addition to its ruggedness, the Range Rover needs to be luxurious. To achieve that, the 35-speaker, 1,600-watt Meridian Signature Sound System on the Autobiography trim has noise-canceling to make the cabin quieter. Land Rover even mounts a pair of 20-watt speakers in the four main headrests to create an effect similar to using high-end headphones, according to Land Rover.

The luxurious SUV arrives in SE, HSE, Autobiography, and SV trim levels. There's also a First Edition version of the Autobiography that gets the Sunset Gold Satin exterior color that you see in some of the photos in the gallery above.

The SV is the range-topping trim level but doesn't arrive in the US until the 2023 model year, and it will be available in short- and long-wheelbase bodies. There will be several design themes, including the SV Serenity, SV Intrepid, and four-seat SV Signature Suite.

things out based on what this tech is doing.

The electronically controlled active anti-roll bars help keep the ride comfortable, too. Land Rover says they react more quickly than a hydraulic layout. The system can apply up to 1,400 NM of torque against the body.

The new Range Rover gains all-wheel steering that can electrically move the rear wheels up to 7.3 degrees to improve the vehicle's maneuverability. This system makes the turning circle less than 11 meters.

Inside, drivers look at a 13.7-inch digital instrument cluster. The center stack features a 13.1-inch touchscreen infotainment screen that has haptic feedback as confirmation when using the software.