

# SERIOUS

AGRICULTURE | ECONOMY | TOURISM | LIFESTYLE

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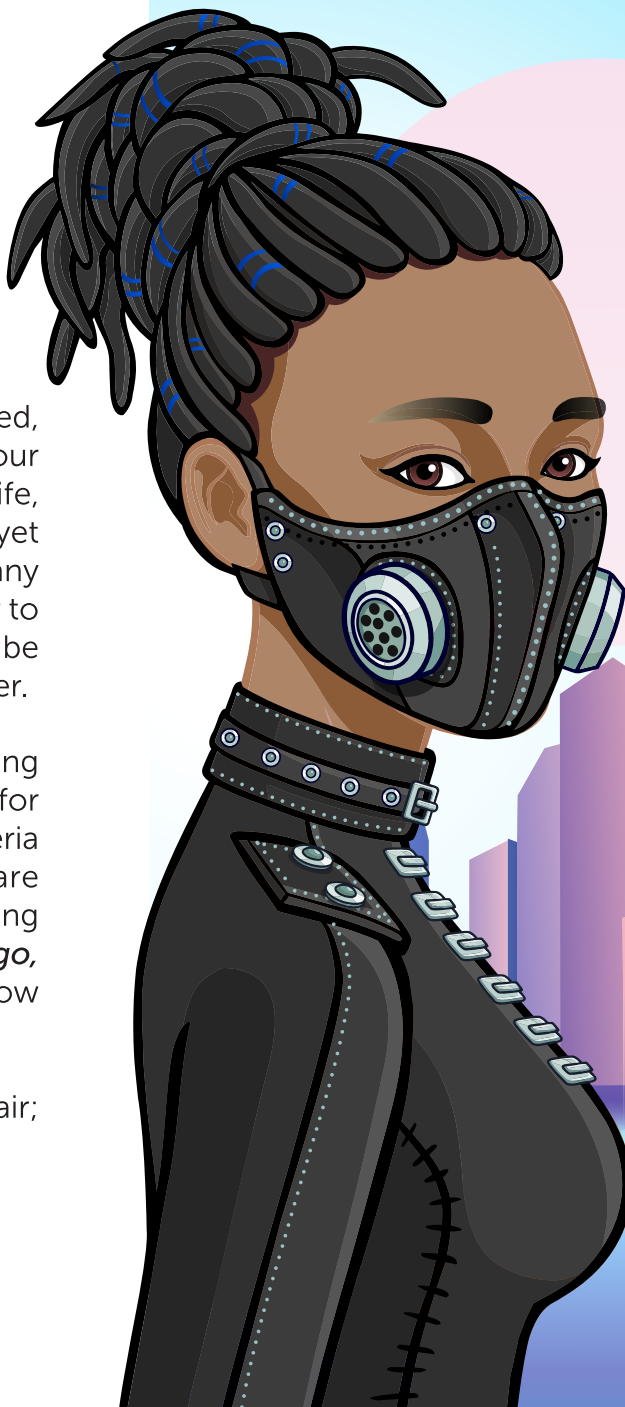
## Editor's Note.

The world is crazy right now. Women are being raped, violated and killed for just **being**; Black people for our **colour** and Northern Nigerians for just **existing**. Life, however, goes on. Economies have shut down, yet businesses have grown; people have died yet many have been born—life continues. We have the power to continue life differently. In this edition, we will be reminded of what we need to do to make things better.

From using technology to our advantage and keeping close to loved ones — 🇳🇮 🇳🇮 Facebook love waiting for your message on my wall; to chopping life in Nigeria through travel—*japa, japa, ja lo Calabar*—we are reminded that there are many advantages to localising our success. *Ajo dabi le e, no matter where you go, make you no forget area o*—we must buy Naija to grow the Naira.

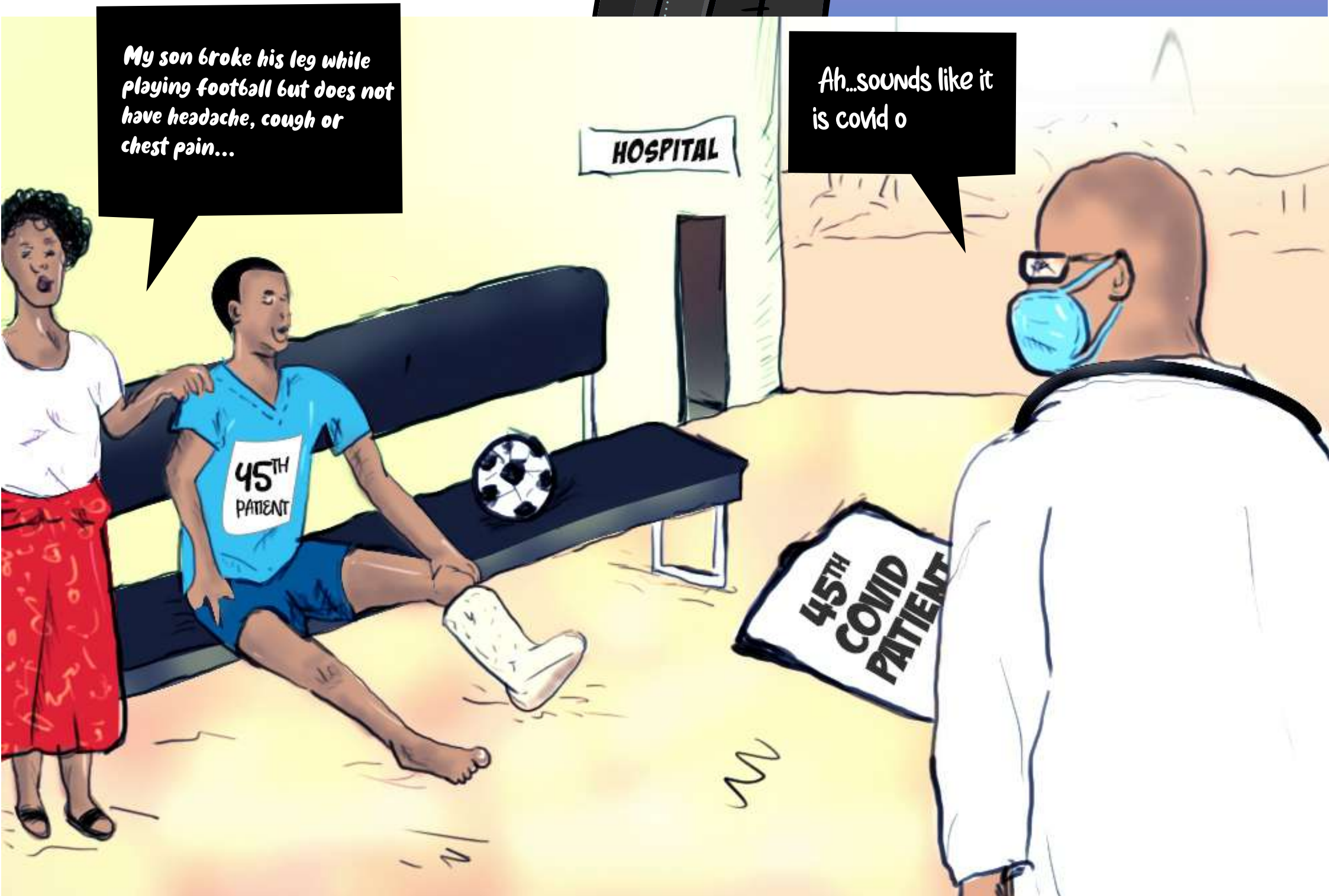
This has been a turbulent year, but do not despair; everything good will come.

Lady Khaf



My son broke his leg while playing football but does not have headache, cough or chest pain...

Ah...sounds like it is covid o







## Money Stops Nonsense

### - Spending

***So much money, the problem's how to spend it. I heard that in the 70s, Shagari also said this. One of the most dangerous thoughts in Nigeria. I know you're thinking "Ta! Keep kwayet there, soup wey sweet, na money kill am." But hear me out. You cannot stop nonsense when you have spent everything.***

We've worshipped money for so long in Nigeria that we've forgotten it's true purpose: an exchange for the necessities and comforts of life— physical items, peace of mind, food, good health and more. If COVID hasn't taught us anything, it has shown that las las, everyman for himself. Can you imagine a world where a VIP like Abba Kyari could not be flown abroad, or even former Oyo state governor? Everyone has locked up. If you are not producing within your own country, OYO is ya case. The richest countries in the world—America, China, UK, Germany—are rich because (apart from colonialism and slave trade) they produce goods/services that can be exchanged for money. This is how they have built their wealth. We MUST produce the things we need. To get money, we must produce valuable goods, which we can exchange for it.

You would have heard the phrases "FX crises", "dollar has gone up", "devaluation". Big English. But really what the economy is

asking in the famous words of Daddy Showkey is "wetin you get?" to which he also answers, "you no get nothing". The Naira is only worth what is produced in the country—in our case, oil. Which is why when oil clears throat, we catch cold. If we import/export nothing, our Naira won't even need an exchange rate. If the government gives everyone N1m each to live their lives forever, without helping the economy get back on its feet, our country will still be in trouble. Money is worth less in Nigeria because we have nothing to return in exchange and we have failed as a collective to look inwards.

*Making things in Nigeria is no less important than fighting for independence— buying things made in Nigeria is fighting to be free. I would like to shade the government, but not today. Instead, I encourage you, brethren and sistren, to start demanding more locally produced goods; Aba, Kano, Ogun, Benue, Lagos, Oyo, all have production systems that should be encouraged. Shalla to Ekiti state for creating an enabling environment. That's an example of the government doing what they should do.*

***Let's not consume our way to penury or regulate our nation into poverty. Instead, let us educate our workforce, equip our entrepreneurs and pressure the government to do the needful (the right one, not the other kind).***

In the spirit of consuming local, we have compiled a list of small businesses that are pushing boundaries and asking us to consume local.

List of small businesses





S/N	Business Name	Business Type	Location	Email	Phone	IG
1	Sence Limited/ Sence Agric Limited	Agriculture	Lagos	ogo@senceworld.com	+2348034575206	@senceagric
2	Phed Agrovet Nigeria	Animal Care	Kano		+2348037023494	
3	Online Printshop	Branding	Lagos	biola@printexpress.ng	+2347038616699	@print_expressng
4	Stargirlstrategy	Business Advisory	Lagos	adenekan.blessing@gmail.com	+2347039590234	@stargirlstrategy
5	The Baby Lounge	Childcare	Lagos	babble@thebabylounge.com.ng	+2348120796722	@thebabylounge
6	Mcube Ventures	Childcare	Abuja			@mcubechildrenplace
7	Larimo Essentials	Childcare	Port Harcourt	wusiyusuf@yahoo.com	+2348056698497	@larimokiddies_n_more
8	Square K Enterprise	Commerce	Lagos	segikay@gmail.com,?	+2348038489069	
9	Kersle Enterprises	Commerce	Owerri	georgechimaobi49@gmail.com	+2347036249488	
10	Hind Supermarket	Commerce	Lagos	ghjani@yahoo.com?	+2348072472085	
11	Thaneboh Nigeria Limited	Commerce	Lagos	josephoguejiofor7@gmail.com	+2348090600965	
12	Iconic Gems Concept Enterprises	Commerce	Kaduna	olajideola28@gmail.com	+2348076830093	
13	Bellafricana	Commerce	Lagos	info@bellafricana.com	+2348086363970	@bell_africana
14	Darmez Worthwhile Ltd	Commerce	Abuja	zainabromoke77@gmail.com		
15	Smids Animation Studios	Creatives & Design	Lagos	smidsanimation@gmail.com	+2348038621694	@smidsanimation
16	Dubu One Stop Interior	Creatives & Design	Kano		+2348068792522	@dubu_one_stop_interior
17	H&M Nigeria	Digital Marketing	Lagos	harrisonakadidi.ng@gmail.com	+2348033280672	@HarrisonAkadidi
18	RABBINGTON	Digital Marketing	Lagos	okeminiotum@gmail.com	+2348098349198	@Okeminiotum
19	COLdigify	Digital Marketing	Lagos	cokpiaifoh@gmail.com	+2347015610174	@coldigify
20	Koray Diamond	Event Consultancy	Lagos		+2348138633944	@koraydiamond
21	OSC College of Fashion	Fashion & Beauty	Lagos	oscclothing@gmail.com	+2348173029096	osccollegeoffashion
22	Itunu Fabrics	Fashion & Beauty	Lagos		+2348092732752	@itunufabrics
23	Sim Scents	Fashion & Beauty	Lagos		+2349078134322	@simscents
24	Dermaspace.ng	Fashion & Beauty	Lagos		+2349013134945	@dermaspace.ng
25	Rayo RTW	Fashion & Beauty	Lagos		+2348183337007	@rayo_rtw
26	LashGlamed	Fashion & Beauty	Lagos		+2348083082891	@lashglamed
27	Jao Fabric Hub	Fashion & Beauty	Lagos		+2348136903357	@jaofabrichub
28	Maigrow Nature	Fashion & Beauty	Lagos	tosindebaj@gmail.com	+2348062160435	@maigrownature
29	Marand Mor Textiles	Fashion & Beauty	Abuja			@marandmorfabrics
30	Lace Plus Jewelry Int Ltd	Fashion & Beauty	Abuja	abandipo@yahoo.com		@laceplus4
31	Malaabis – By – Maymaz	Fashion & Beauty	Kano	maymunahanka@gmail.com	+2348066445355	@malaabisbymaymz
32	Sed Naturals	Fashion & Beauty	Lagos	asksedoil@gmail.com	+2348026864851	@sednaturals
33	With God Delight Ventures	Food & Drinks	Lagos	bisi_oluwadare@yahoo.com?	+2348035646391	
34	Quacktails	Food & Drinks	Lagos		+2348097492433	@quacktails.ng
35	Segi's Zobo	Food & Drinks	Lagos		+2348090545118	@segiszobo
36	Cassa Garri	Food & Drinks	Lagos		+2347080167257	@cassagarri
37	Crispea Nuts	Food & Drinks	Lagos	crispeanuts1@gmail.com	+2349012925357	@crispeanuts
38	Easy Shop Easy Cook	Food & Drinks	Lagos	saudat@easys Shopeasycook.com	+2348170591699	
39	Bubbletii Ng	Food & Drinks	Lagos	tokes@bubbletii.com	+2349093840201	@bubbletiiing
40	Kemsogi Foods	Food & Drinks	Lagos	kemsogi@gmail.com	+2348023604603	@kemsogifoods
41	Miel's Efritin Kitchen	Food & Drinks	Lagos	mielefritinkitchen@yahoo.com	+2348179721136	@mielefritinkitchen
42	Digital health networks	Health & Fitness	Abuja	adeosunwilliams1@gmail.com	+2347033765113	@adeosunwilliam
43	Dancerapy (Corporate Dance World)	Health & Fitness	Lagos	bukola.corporatedanceworld@gmail.com		@corporatedanceworld
44	Naturetrufit	Health & Fitness	Port Harcourt	tawa_power@yahoo.com	+2348066232505	@naturetrufit
45	Dileem Integrated Medical Services	Health & Fitness	Kano	ndiche@gmail.com	+2348062854751	
46	GrowSyn Consultancy Services LTD	ICT	Lagos	yusuf@growsyn.com	+2348066906905	Growsyn
47	Fabmum Ng	Lifestyle	Lagos	jolaleoyehanmi@gmail.com	+2348099446060	@fabmumng
48	Terawork Limited	Online Freelance Marketplace	Lagos	tititaiwo@terawork.com	+2348062542233	@teraworkng
49	Mi6 Volunteers Nigeria	Volunteering	Lagos	volunteersng@gmail.com	+2348033737947	@volunteersng
50	Stevenah Limited	Waste Management	Abuja	stevenah2000@yahoo.com		@stevenahcleaners





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## Like A Palm Tree

### - Everyday Big Man

#### Hello Serians,

*I was going to write about the Nigerian health sector and how it may or may not evolve post COVID-19. But halfway in, I got hungry. I assure you, hunger can change a man. So, I decided to write about FOOD instead.*

I realise that we are creating a pattern here at **Serious**; if we don't talk about planting/cooking FOOD, we talk about FOOD logistics—the point is that we take FOOD pretty SERIOUSly.

*\*\*\*btw, FOOD is in all caps throughout this article as a sign of respect, it took a lot of restraint to not make the text bold.*

A lot of the conversations about Nigerian agriculture have focused on farming and FOOD supply. It is almost always about the vast supply of land, labour and (\*inserts another L word\*). But there is so much more to the business of Agriculture than just tilling the ground for FOOD. The point is, agriculture is big business, some say it is the next trillion-dollar industry because of its contribution to diverse sectors.

Medicine, fashion, engineering, sports, construction and

commerce are all part of a long list of economic sectors directly and indirectly fuelled by agriculture. Like every other big industry, agriculture has created a complex and vast value chain, millions of jobs and so much wealth.

Technology and other innovative practices have been pivotal to the growth of the agro-sector with new industries creating modern machinery and developing new practices to maximise the value of agro-produce. Right now, as you are reading this, there's a bunch of tech talents building another AI-powered, machine-learning enabled technology or digital application to provide some service in the agro-industry.

*\*\*\*A quick side note, when you're tilling the ground in a farm, that's labour; but when you are building digital agro-solutions, that's talent.*







Think about the classic “African Palm Tree” story; many people still agree that the palm tree, with its different species, is the most versatile plant in the world. It provides the critical ingredient required in palm oil production, palm wine, raffia fibre typically used in textile manufacturing and construction, palm wood, which is a critical building material, palm leaves used in the making of indigenous brooms and roofing sheets and so much more. Some people even pray to God to make them “Like a Palm Tree”.

The palm tree is an analogy that typifies the versatility of the agro-industry and how it significantly contributes to the success of several other sectors. Over 70% of the fashion industry is driven by agriculture in the cultivation and processing of cotton, wool, leather, silk and many other fashion inputs.

*\*\*\*If you did not know, Nigerian tanneries provide more than 70% of the leather utilised by top global brands, you can learn more about this and contribute to our movement to revolutionise leather making in Nigeria [here](#)*

Plants are also at the core of pharmaceuticals and plant-based medicine; several drugs and medical treatments are built on different substances extracted from plants and plant byproducts (vegans will rejoice at this): herbal mixtures, skin care mixtures, coconut oil and several other healthcare products.

Several types of construction rely on wood which is a typical byproduct of perennial agriculture. Sports and entertainment also need agriculture because polo horses don't raise themselves. Paper, furniture, pencils, horticulture, decoration, almost everything around you at the moment is a direct or indirect byproduct of some planting or animal grooming activity.

FOOD production and security have also become even more important, especially since the COVID pandemic hit. FOOD production has had its own share of digital development and innovation. Agro-investment platforms increase access to investments and financing for farmers, while greenhouses and hydroponics-based farming are providing new sustainable ways to cultivate FOOD. Perhaps most interesting are the agro-based commodity exchange platforms offering a unique opportunity to buy agro-produce, make investments, access advanced storage facilities and a wide global market for agro-commodities

*\*\*\* Our partner agro-commodity exchange platform, Binkabi provides a unique twist with an in-built credit system, giving users an opportunity to make payments in installments.*

We said in our January edition that 2020 is the year for women, it might also be the year for agriculture. Now more than ever, the business of agriculture must be taken seriously to secure the future of the world. While I may have mentioned many fancy things in the article, for Nigeria and Africa as a whole, there's a long way to go to maximise our enormous potential, but first we must eat, because no one can innovate on an empty stomach.

Thank You. *The End*







# What Can Local Man Do

## - Objective Speculator

### Major Breakthrough

After the kind of year we have had, I think it's only fair to say that being alive is our biggest testimony.

*Business hasn't been necessarily sweet, except you own Zoom, which has made more than \$328 million in revenue, or food vendors and other small businesses, which are also seeing an upturn in fortunes thanks to the opportunities presented by COVID-19.*

From the fashion guys, who have produced masks and PPEs to the hand sanitiser industry which has seen a major boost and received new players, it is quite clear that no matter the crisis, there is always money to be made. Our economy didn't do as badly as expected by economic analysts—GDP still grew by 1.9%. This is quite impressive considering our oil palaver and the lockdown of commercial hubs in the country. Despite a gloomy outlook for the rest of the year, we can celebrate fuel pump price hitting N120 per litre and our leading research council Raw Materials Research and Development Council announcing our favourite kilishi as a major breakthrough — we are glad!

### For Food Only

*If COVID-19 has taught us anything, it is that we will never stop needing food. Stores and shops stocked up with food were sold out within days with food deliveries becoming the business of the day.*

This is not surprising though as Uncle Yemi Kale of NBS had earlier shown us in 2019 that up to 60% of household expenditure is on food. This means that for every N1,000 you made in 2019, you probably spent N600 on food—some of us here at Serious probably spend N900 naira.

Despite the increased spending on food and another devaluation from Uncle Godwin(now N386/\$1), our inflation only rose slightly (by 12.34%) reflecting some form of resilience from the market, making some believe that the best is behind us. The government believes this, hence the passing of a revised budget of N10.8 trillion which includes a N9bn renovation for the National Assembly while cutting health expenditure (we've heard the rationale, we are still throwing the shade)—At least if the house is not fine, we can't make laws now!

### Crude Oil, Our Oil

*Since the pandemic, oil prices have been the most affected. Nigeria produces a barrel at \$28 per barrel.*

At some point this quarter, our oil was going for \$10 per barrel(less than a bucket of KFC) on the global market—gbese. It signified dwindling revenue for our oil-dependent economy and we resorted to different methods of alternative funding to keep running. From the \$3.4 billion we received from the IMF to the \$120 million from AFDB and the recent \$750 million for power,the country struggled with raising revenue to support the budget and carry out key expenditure.

Another reason why this is a bad time to have dwindling revenue is COVID-19. Since the first case in Nigeria, confirmed cases have risen to more than 25,000 and spread across 35 states and the FCT. While we have also seen a spike in foreign capital flow into the country amounting to more than \$1 billion from donations from private organizations and governments across the world, it is estimated that the country has spent more than \$2 billion(almost N1 trillion) on dealing with the pandemic alone—this virus is very costly sha. One thing is however clear, oil is too unstable to be our only item at the table!

### National Cake

FAAC stands for Federal Account Allocation Committee and it's usually what the layman calls National Cake or what South West people would call National Moin-Moin. The country's total income is distributed monthly to all the states and local governments based on a number of





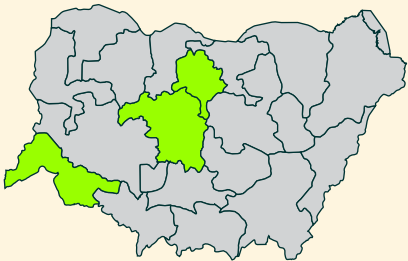
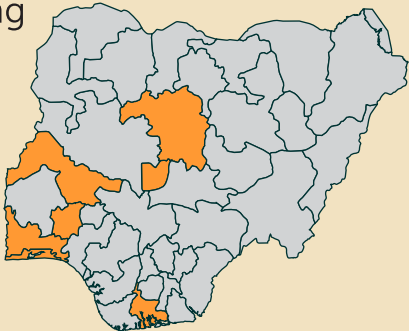
factors, with extra given to the oil-producing states since oil is the largest contributor. From the recent report from NBS, it is clear Nigerian states and local governments are heavily dependent on this cake as it forms a major part of their total revenue.



# National Cake

Only seven states in Nigeria have less than 60% of total generated revenue coming from FAAC

Lagos- **23%**, Ogun- **35%**, FCT- **49%**, Rivers- **53%**, Osun- **57%**, Kwara- **58%** and Kaduna- **59%**

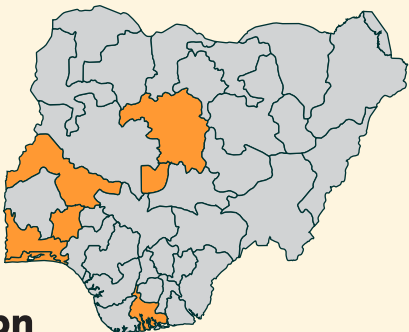


Among the nineteen Northern States, only three states have less than 70% of their total generated revenue from FAAC

Kwara- **58%**, Kaduna- **59%** and Kano- **67%**

In 2019, only four states generated more than 70bn annually from internally generated revenue (tax):

Lagos- **399bn**, Rivers- **140bn**, FCT- **74bn** and Ogun-**71bn**



Nine states in Nigeria generated less than 10bn in 2019 from internally generated revenue.



This is why dwindling oil prices are equally as worrisome to states who cannot generate internal revenue on their own and rely on the federal government system to enable them to run their activities. The national cake model doesn't seem to be enough as several states in the country are already struggling with revenue and maintaining high expenditure. Dear states, pikin wey person born must grow, we need to grow up because papa and mama don dey old.

## Our Own One Kobo

*There are two reasons why internally generated revenue (IGR) is low in Nigeria; even at the Federal level, the Federal Internal Revenue Services is struggling with revenue generation.*

The first is that we have a very weak collection structure. Except for Lagos, Rivers, FCT, Kwara and Kaduna, no other state has a collection efficiency above 40%. The reason why tax collection is low is that most states are just ok with the federal handouts and could care less with internal generation. Another reason for low IGR is poor local production. You cannot collect taxes where there are no businesses to tax. \*louder for those in the back please\*. Local production in Nigeria is low, with businesses not even making enough to be taxed due to an unsuitable business environment and inadequate infrastructure. Imagine the beautiful culture, tourist attractions and opportunities that could be explored if security alone is improved in most parts of the country. Insecurity will if people have some money in their pocket— common sense approach to common sense problem but common sense is not common.

Governments at the state and local level must begin to provide an enabling environment while investing in local production. Lagos and Rivers have the highest internal revenue by far, because of the number of businesses in the state and the state's ability to effectively tax them. We need more Lagos and Rivers states in Nigeria. Lagos may not be able to accommodate another 20 million people and PH is really struggling too. If we are to survive economically post-COVID, we need a surge of entrepreneurs across the country and efficient businesses in every local government.

## Before We Forget

After more than four weeks of lockdown, things are gradually returning to a new normal. Although the earlier decision to open religious centres and airports has been rescinded, the economy seems to be picking up again. Away from the pandemic, we have elections coming up in Ondo and Edo state and it will be important to see how our new reality will shape election culture, which normally includes campaigns, rallies and other large gatherings. With travel restrictions, you have to buy and support Naija, at least a former minister would be happy that nobody is ordering pizza from London again. The road ahead is not going to be the smoothest for the local man but we can assure you that muna nan, your bank is here to support you. So, no shaking for the local man.

*The End*

# Put your money where it counts



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visit **[giving.ng/covid19](https://giving.ng/covid19)**





## Twenty Twenty

- LushLash O.

Vision 20-20

*Eka and I just had yet another session reminiscing on our would-have-been girls' trip to Cape Verde and Dubai, and we were both close to tears.*

Like us, many people had major plans for the start of the new decade but as they say "If you want to make God laugh, tell Him your plans". Absolutely no one could have predicted this year or had contingency plans for a global pandemic! We also couldn't have predicted the mental-health ramifications of this season when we wrote Serious in January.

Isolation can take a serious toll on mental health, particularly for those already dealing with depression and anxiety—Only God can save us. While all else has failed, technology has once again proven to be the come-through champion.

I have wondered many times how we would have survived without the internet and technology if this happened in the early 90's. Imagine being in lockdown with NITEL landlines and waiting for NTA—that would have been a Super Story.

### Social Distancing Chronicles

The pandemic has had us all rethinking socialising, dating and even working as we have had to adjust to many new ways of having fun and maintaining relationships. Some of these trends have cut across all age brackets but some stayed mostly within the Gen Z and sometimes Millennial bracket; sorry Civil-War-era guys. We are forever grateful to Tiktok and Triller for their adequate distraction and socialisation efforts; I have lost count of how many

challenges we have jumped on from #DontRush, to #Bopdaddy, #Indaboski (we are not preachers of love) and now #Wipeitdown, we have lip-synced so many memes and these videos have given some of us a reason to wear something other than nighties lol!

*Anyone above Gen Z struggled a little initially with Houseparty, from figuring out how to use the app, to tolerating its intrusive nature, but again we have all come to love it, many of us have met people who are not on our regular social radar. Again Civil-War-Era guys don't be lost, we gatchu!*

Instagram and YouTube Lives have finally become a mainstay and while some may be over it, it has given us premium entertainment for the last four months. Some of the biggest concerts, bants and parties have happened on live and again we are grateful for technology. Canadian rapper Tory Lanez, is the actual winner of this quarantine.

He hosted the biggest Instagram show "Quarantine Radio" and had over 300,000 people from all over the world watching while he performed with various A-list artists. Sarz and Shizzi, two of Nigeria's biggest music producers started a trend that has been picked up by some of the biggest acts on the globe, taking us through years of iconic music and showcasing the talent of the music industry. MI and Naeto C took us through a night filled with nostalgia. More recently, Kirk Franklin and Fred Hadmond hosted a tribute concert that had everyone in their feelings. These shows have helped keep a semblance of normalcy and balance in our lives.

You would think that Bellanaija would be on sabbatical, but they have hosted some of the best online wedding receptions especially in the era of Zoom weddings and compulsory Owambe and Aso-Ebi, which must still sell.



## New Normal

The Booed and the Booless have created more interesting ways of keeping the ball rolling and shooting shots ! Online speed dating has become a thing (checkout Hook me up With Steph – you are welcome!) with Tinder reporting more than 3 billion interactions in one day in April 2020. With no excuses to fall back on, we are finally replying to DMs and people are relying on video calls and text messages to get to know each other. However, it can be quite tough getting to know someone without seeing them and reading their body language. Perhaps now that we're all indoors, women will be protected from sexual harassment and date rape. However, this is not a lasting solution. To men out there, you can do your part by being a decent human being and keeping it in your pants!. #Stoprape

This lockdown has also shown us that chivalry is not dead!!! Baes are setting up virtual dates, ordering food and flowers for their partners and having dinner together on Zoom/Facetime. The real meaning of Netflix and Chill has come out of this pandemic as everyone is automatically in a "long-distance relationship" and movie nights have turned to Netflix Party. Our hope is that these relationships outlive COVID-19 .

## Extra Social

If someone had told me that I would see the day where K1-the-Ultimate, a leading Fuji artist in Nigeria would perform at a coronation ceremony via Zoom (the wife of the new Oba's face was fully beat and she had a face shield on!), that Dele Momodu would host a society 60th Birthday party on Zoom or that my friend Queen would get married on Zoom despite making us buy Asoebi, I would have laughed out loud.

Who would have thought that my mum would dress up (complete with perfume) to stream Sunday service! But, these are very interesting times and even the most technology-resistant generation has started to form lasting relationships with it. Even the Mummies and Aunties of WhatsApp have become a more acceptable part of our lives—who would have thought! Again, we have shown that as Nigerians, we are the most adaptable people; the limitations of the current situation may have forced us to adopt new methods, but technology has helped us preserve some parts of our culture.

## Corona-Fun

While the virus has ravaged the entire world with no cure in view, I take solace in the fact that we have found reasons to be grateful and ways to continually remain happy and maintain our social culture through technology. I am also thankful that unlike before, we have information at our fingertips, and we are able to constantly be aware of happenings within the pandemic.

We are learning to live with it as well as prevent it, and also generally becoming better human beings. As Nigerians,

travelling abroad is more than just a hobby; in some families, it is an actual standard of achievement. According to research, there is no country on earth where you won't find Nigerians, so don't be surprised to hear "nna, how market?" on the streets of Amsterdam or in the nooks of Khartoum.

It is why it saddens me to think that some of our heroes, who have gone to represent our families abroad, may become victims of violence because of our sweet melanin and may not come back because of the close-mindedness of other human beings. In these times, ignorance is not an excuse and is very risky, so make the best of the times, learn as much as you can and have as much fun as you can. See you on the other side #Blacklivesmatter

*The End*





**trybeone**



**Tryber life  
= Baller life**



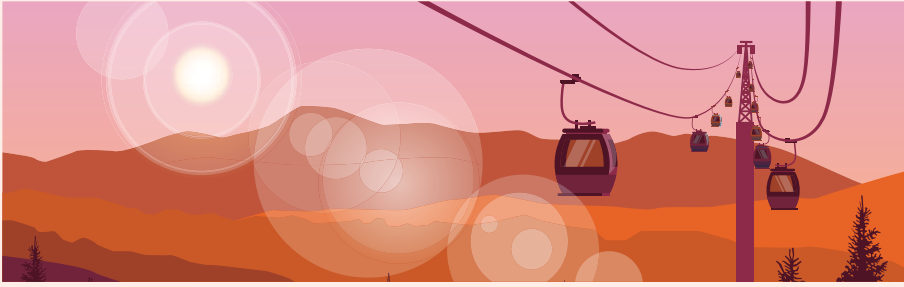
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## - Boss Baby



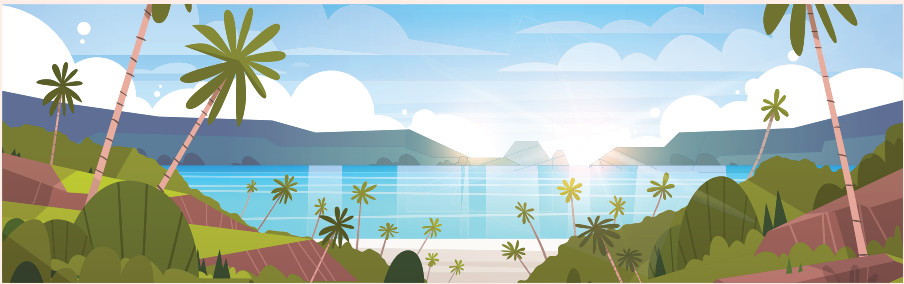




### Obudu Mountain Resort

Our very own Santorini. The place formerly known as Obudu Cattle Ranch is in the Northern part of Cross River state. The resort features a water park with a water slide and a swimming pool, a golf course, night-time bonfires, and horseback riding. It is also important to note that as at the time of reporting, Cross River has zero cases of Covid,so I mean!

**Fun Fact:** Obudu Mountain Resort is the highest point in Cross River state, can you imagine the view?



### Yankari Games Reserve

is found in the south-central part of Bauchi state. It was originally a game reserve but was later upgraded into Nigeria's biggest national park. It is strategically positioned, allowing visitors to experience wildlife in their natural habitat. To be safe, avoid coming along with any friend or family member who is a hunter because it will not end well.

**Fun Fact:** Yankari contains the largest surviving elephant population in West Africa.



### Olumo Rock

"a mountain located under the rock" is a mountain located in Abeokuta, Ogun state from where the city also derives its name. For those who enjoy the thrill of going through natural tunnels, broken pathways, and mountain climbing using natural cantilevers, this is a place to be. At the apex of the rock, tourists are rewarded with an aerial view of the city of Abeokuta. Just in case you are worried, no tourist is known to have fallen off Olumo rock. Keep calm!

**Fun Fact:** It was said that when some European geologists visited to blast the rock a long time ago, blood gushed out from the rock and blinded them. That is all I know, 'cause if you ask me, na who I go ask!



### Durbar Festival in Northern Nigeria

is an annual festival celebrated in several cities of Nigeria and it is one of the most colourful displays of the Hausa and Kanuri cultures. Trust me Spartans and Dothrakis got nuthin on us when it comes to parade. This festival marks the end of Ramadan and is also shared with Eid el Kabir and Eid el Fitri Muslim holidays. It starts off with prayers, followed by a parade of the Emir and his entourage on horses, and ends at the Emir's palace. Durbar festivals are organised in cities such as Kano, Katsina, Zaria, Sokoto and Bida and usually attract some of the largest crowds.



### Tarkwa Bay

Located in Lagos state, Tarkwa Bay is an artificial island created during the construction of the Lagos Harbour. This is an oasis for swimmers and other beach-sports enthusiasts. Unlike other beaches in Lagos that capture the true nature of the Lagos life of hustling and bustling, it is often quiet and rarely overcrowded. This makes it a great spot to spend some alone time or have a romantic getaway.

**Fun Fact:** It is located on Onisowo Island and hence can only be accessed using a boat. Good luck to those with aquaphobia!

Shoutout to other locations that are equally as interesting and spread across the country. The beauty about spots in Nigeria is that it's not just one place and you can actually kill up to ten birds with one stone—We say no to animal cruelty sha. With all these attractions within the country, states, in partnership with private operators of these attractions, should position themselves well to benefit



from any rise in domestic tourism. While we know that asking for tourism investments may sound like a broken record, for private investors who are looking to make a whooping return post-COVID, local travel is sure to become a goldmine. Governments also have a role to play in building good road and communications infrastructure, while assuring safety and security, which will become a major factor in choosing the perfect vacation destination.

#### More Than Fancy Places

The reason we can even mention all of these places is the rich culture in these cities. Even when oyinbos came, they were shocked at the order and culture of the Nigerian people (my grandmother told me, her grandmother told her). Tourism provides that opportunity to learn about cultures and people's general approach to life. By the way,

when you visit a new city, make sure to check the markets, you can find out a lot about a city from its market(s). Buy local too and explore the merchandise of the location. Countries that have been able to package tourism well have made a business out of it without a single natural resource;

Greece, for example receives more than 30 million guests every year through its exotic islands and makes over \$1bn. Since Seychelles opened its international airport and welcomed all forms of business opportunities by way of tourism, its service industry has contributed 83%— the largest share—to the country's GDP. Nigeria is not at that stage yet, but if we put in the work, we can be. Let us start small by patronising our local attractions and destinations, contributing to its development and large-scale success. Las las, there is no place like home

*The End*





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## EASED LOCKDOWN GUIDELINES

### Mandatory in public places



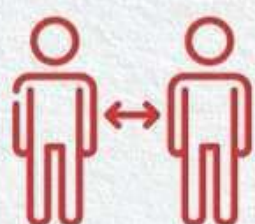
**Face Masks**



**Temperature checks**



**Handwashing  
facilities &  
hand sanitizers**



**Physical distance  
of two meters**



**No mass gathering  
or sport activities**

**Stay Safe. Take responsibility. Wash your hands.**



