

# CHARMAR MAGAZINE

*it simply matters*



Vol. 1 Issue. 1 November 2024

**Faith Mulungi**  
recounts life living  
with endometriosis  
**Page 8**

**How will artificial  
intelligence transform  
lives in 2025**  
**Page 21**

**Why you should  
normalize regular  
medical check ups**  
**Page 11**

**Cerinah Tugume**  
And her journey of resilience,  
beauty and vitiligo **Page 5**



"WE CREATE BUZZ AROUND  
YOUR PRODUCTS AND  
SERVICES."

# BUSINESS MEDIA REACH SOLUTIONS

## CONTACT US

Buzzwise Media Limited  
Plot 12, Mama Africa Close, Ntinda off  
Kiwatule Road, Kampala, Uganda  
Tel: 0774064259 // 0702276978  
Email: bazonabug@gmail.com

FOLLOW US ON SOCIAL MEDIA  
Buzzwise Media Uganda



MEDIA RESEARCH | MARKETING | PUBLIC RELATIONS |  
PUBLISHING

# TABLE OF Contents

5

## CERINAH TUGUME

Her journey of resilience, beauty and vitiligo

8

## HELL ON EARTH

Faith Mulungi recounts life living with endometriosis

16

## CREATING A LEGACY

Cynthia Kyofuna brings the Flourishing Woman dream to life

18

## SAM JUMBWIKE

Supporting cancer fight through information sharing & palliative care

21

## ENTERTAINMENT

Women running music industry

24

## SPORTS

AFCON25: Uganda  
Cranes understands  
Bafana Bafana task





# EDITOR'S NOTE

## Welcome to Charmar Magazine

What you are reading right now is our maiden issue of the *Charmar Magazine*. We welcome you to walk this journey with us as we 'inform, to transform.' After three years of bringing you;our readers, the latest news features, and other news content on our website and social media platforms, we have seen it fit to come up with this digital magazine where we can publish tailored and well-researched information that is beyond the daily news content the internet feeds us.

Every month, we will charm you, with the most impactful news analyses, news features, profiles of influential personalities and businesses to inspire you, and tips on entrepreneurship, finance, health, and family. We will also extensively cover tourism, sports, and lifestyle. We commit to doing an awesome work of quality journalism worth your time and subscription.

With this magazine, we are also providing a platform where stakeholders can share their opinions and commentaries on various topics. It will be a platform where clients, both in the private and public sectors, will share their adverts and advertorial messages to reach an accurate and wider audience in an orderly and timely manner.

In this maiden issue, read about Cerinah Tugume's journey living with vitiligo and how she coped, confidently touring high up in the corporate world. Also read about two iconic women - Faith Mulungi who beat endometriosis, a strange disease that affects the uterus and Cynthia Kyofuna who is helping women discover their potential under the Flourishing Woman movement.

We are hopeful that you will find these and many more stories inside these pages interesting and that you can recommend us to members in your circles. Stay with us for the latest updates on our website, social media platforms, and this digital magazine

**Editor**  
**+256774064259**  
**[baz@charmarnews.com](mailto:baz@charmarnews.com)**

**EDITOR**  
Baz Waiswa

**WRITERS**  
Teddy Tracy  
Nayiga  
Fahim Muyingo

**GRAPHICS**  
Baz Waiswa

**PHOTOGRAPHY**  
Elisha Muloki  
Courtesy  
Internet

**ADVERTISING**  
Teddy Tracy  
Nayiga

**CONTACT US**  
Sal Building  
Level 2, Plot 71  
Nkrumah Street  
Kampala, Uganda  
0757 024774  
0775 991 850  
[info@charmarnews.com](mailto:info@charmarnews.com)



# Cerinah Tugume's

## journey of resilience, beauty and vitiligo

By Teddy Tracy Nayiga.  
Photography: COURTESY

In a world full of prejudices and stereotypes, it can be discomfoting when you are different from other people. These unfair opinions from mean people come with stigmatization. From the age of ten, Cerinah Tugume had to deal with this indifference when vitiligo, a rare skin condition that eats away melanin, a pigment found in people with dark skin, first manifested.

Speaking to **Charmar Magazine**, Cerinah Tugume, the founder of Serene Beauty, shared her inspiring journey of overcoming personal challenges like growing up with the rare skin condition while going through schools, building a successful career and business.

Born in Kampala, Uganda, Tugume grew up in a family of five siblings, raised by her mother after her parents split when she was young. Despite the absence of her father, her childhood was filled with love and support from her mother.

"I like beautifying spaces, I like creating beauty. I think I have that artistic mind. I like clean places, I like when things look nice. It is refreshing to me because it clears my mind," she said, reflecting on her lifelong passion for aesthetics and order. This passion would later become a cornerstone of her career.



**"It is a strange condition. For me, it started with a little spot near my eye. I took it to God and He healed me on the inside, so I am fine," Cerinah Tugume.**



**Cerinah Tugume has built a successful career in the corporate world working with some of the big companies in the country.**

As a child, Tugume was known for her friendliness, often making friends with visitors. She described herself as quiet, emotional, and sensitive, traits that have remained with her into adulthood. "I was very friendly; I used to make friends with all the visitors. I was also quiet, emotional, and sensitive, and I think none of that has changed about me," she reflected.

Tugume attended MacKinnon Road Nursery School, Stella Marris Nsuube for primary school, and Makerere College School for O level and Green Hill Academy for A level. She then went to Makerere University on a government scholarship, earning a Bachelor's degree in Statistics. Though she has not worked as a statistician, Tugume emphasized, "You need statistics everywhere."

Her professional journey began at the Ministry of Education as an M&E officer, where she worked for three years. Seeking further education, she pursued a Master's degree but soon found her drawn back into the workforce. She secured a job with Hima Cement, where she spent six years in marketing and communications. "My boss at the time helped me realize that marketing and communications was a natural space for me," she explained.

In 2012, feeling the need for a new challenge, she made a bold move to Rift Valley Railways after her former boss recommended the position. However, after eight months, she realized the job wasn't the right fit. She prayed for another opportunity, which came when Shell advertised for a Communications Manager. "I applied, did the interviews, and passed. So I moved to Vivo Energy Uganda, which was my last job before I opted for self-employment," she said.





While working at these corporate jobs, Tugume had been nurturing her passion for beauty and makeup. She started by styling her friends' hair at university and doing her own makeup. In 2008, she did her first bridal makeup gig for a friend. "As I was playing around with makeup, I started to learn a lot about it. I started buying different products," she shared. Her informal beginnings soon blossomed into a full-fledged business, Serene Beauty.

Her journey with vitiligo, a condition that causes loss of skin color in patches, began when she was just 10 years old. "It is a strange condition. For me, it started with a little spot near my eye," she recounted. Initially, it didn't bother her much, but as the condition spread, it became a source of concern. "God has just sorted me; I took it to God and He healed me on the inside, so I am fine," she said, expressing her spiritual resilience. Her mother's friend suggested she learn makeup to conceal her vitiligo, sparking a passion for makeup. "I love working on people who have issues, who feel like they don't like how they look because of this.



I want to encourage them," she shared. This passion led her to start Serene Beauty, her makeup business, which she balanced alongside her full-time job. "I would wake up sometimes at 3 a.m., go to a hotel room very happy and very energized like it is midday," she recalled, describing her dedication. Over time, she transitioned from working for free to charging for her services, realizing the value of her skill and time. "In 2014, I fell sick and had a bride who had booked me a year before. I was admitted to the hospital and had to cancel the wedding," she said.

However, with the support of her husband and business partner, Priscilla Mutanda, she managed to build a thriving enterprise. Tugume met her husband in 2014, a supportive and loving partner who played a crucial role in her life. "He was always there, just such a wonderful person, so open and real. He was clear from the beginning that he wanted to marry me," she said. They got married on August 15, 2015, which also became the anniversary of Serene Beauty. Shortly after their wedding, she became pregnant and faced a complicated pregnancy that required bed rest.

"During that maternity leave, I organized many things in the business because I had time to just think," she said. In 2017, after welcoming her second child, Cerinah faced the dilemma of whether to continue with her corporate job or focus solely on her business. "I was busy trying to juggle the job, my child, and the business," she said. By 2018, the decision became clearer as she realized her growing commitment to Serene Beauty. "I needed to work on the Serene Beauty brand the way I was working on the Vivo Energy brand," she said, driven by her dreams and vision. She officially stopped working at her corporate job on May 1, 2019. Today, Serene Beauty is a thriving business, known for its commitment to enhancing natural beauty and providing personalized services to clients. Tugume's dedication to her craft & her clients, combined with her ability to balance multiple roles, serves as an inspiration to aspiring entrepreneurs & those facing personal challenges alike. Her story is a powerful reminder that with faith, determination, and support, one can overcome any obstacle and achieve their dreams.

## HELL ON EARTH

# Faith Mulungi recounts life living with endometriosis

Endometriosis, according to the World Health Organization (WHO), is a disease in which tissue similar to the lining of the uterus grows outside the uterus. It can cause severe pain in the pelvis and is often dismissed as a normal menstrual period. The disease affects roughly 10 percent (190 million) of reproductive-age women and girls globally, according to the WHO statistics



Faith Mulungi painfully lived with endometriosis



She has since recovered and back to work



Endometriosis is associated with severe, life-impacting pain during periods, sexual intercourse, bowel movements and/or urination, chronic pelvic pain, abdominal bloating, nausea, fatigue, and sometimes depression, anxiety, and infertility.

### **Mulungi Suffers Endometriosis**

One of the recent and outspoken victims of endometriosis in Uganda has been Faith Mulungi, a 33-year-old journalist, actress, and content creator. Mulungi has been battling endometriosis for three years. "My experience with endometriosis is one that I wish I could summarize sufficiently. I got diagnosed when I was 30 years old, that is about four years ago. Life before the diagnosis was filled with pain, very heavy periods, and uncomfortable symptoms. Life was generally difficult," Mulungi, in an interview with *Charmar News Magazine*, narrates. Mulungi reveals that she had her first surgery in 2021; however, the pain didn't go away forcing her to do a trans-vaginal scan that showed that her endometriosis had now metastasized to stage four.

"Endometriosis patients end up having more than one surgery because the illness is not curable so sometimes depending on the degree of damage and how it has affected the body, you might end up having more than one surgery," Mulungi explains.

She says she faced more challenges before being diagnosed but even after being diagnosed, the challenges remained the same.

"There is no cure yet so that means everything else is trial and error from the medication and its side effects. There is still little information about endometriosis," Mulungi explains further during the interview.

### **No Money For Surgery**

In the middle of the pain and anguish associated with the disease, Mulungi needed another surgery to ease the pain and try to cure the disease eating up her youthful body.

This required money. Not just money but a huge sum of money. The figure for what would be her second surgery was put at USD25,000. The surgery would be carried out at a hospital in Nairobi, Kenya's capital.

**. "Raising 90 million shillings for treatment in less than three months is something I do not take for granted,"**

In a bid to raise the USD25,000, Mulungi, a renowned content creator and social media influencer, organized an online fundraising drive. This is something she has always done for others. According to Mulungi, deciding to have an online fundraiser was very hard. She says it took her about a month and a half to make her plight public. "It was overwhelming because I had my first surgery in 2021 and it was very quiet. I am a very introverted person with extroverted tendencies so you can imagine how tough that was. There are days when I felt like I could just not go on but the fact that every single day people donated, it encouraged me," she says.

### **Heartwarming That People Stood With Her**

She further reveals that it was heartwarming and encouraging to feel that people saw her pain and stood with her, especially with an illness that is not physically visible.



Asked what her experience in the operating room was like, Mulungi said it was not her first time in the operating room but this time she knew the magnitude of the operation compared to the one she had in 2021 when she first had her diagnosis.

"I was anxious but I knew I was in safe hands because everyone was quite supportive. I must give it to the personnel at that hospital and I remember in the morning while I was being wheeled into the operation room, I was so anxious but there was an Indian doctor who encouraged me. She also prayed with me," says Mulungi.

### **The Surgery And Recovery**

Explaining her recovery journey, she notes that the surgery was not to cure her but to help her manage given how much damage endometriosis had done to her body.

"We go through so many things in the process of healing. The doctors tried to remove the highly damaged areas. They did their best because stage four with a frozen pelvis, was a mess. It [healing] has been a journey. I know I am not there yet. I am grateful that I was given three months' leave from work and my bosses have been very generous. I have been well taken care of. But not to put timelines, I will just take it a day at a time,"



### **What Needs To Be Done?**

Mulungi highlights the need to have different options to get the right diagnosis. "To be honest, we live in a country where health care is not only expensive but finding medical practitioners that are going to tell you what you need to do is also hard. We know for that to happen, you need to look around for more than one option," she says.

"I hope that we continue to shine a light on illnesses like this one, but also to shine a light on the cultural tendencies that stigmatize even simple things like taking a pain killer. Women must familiarize themselves with their bodies to be able to tell when the body is communicating a disease. So I decided to use my pain as a stepping stone for other women," she adds. She further committed to keep sharing about her experience, "I share a lot on my Instagram stories not just about endometriosis but other illnesses and also the complexities of how these diseases sometimes overlap."

Endometriosis is not curable. During my four month review after that public drive, I had an emergency surgery due to a regrowth.

A number of people didn't know about the illness, but generally, the reactions and responses were supportive, inquisitive, and comforting. Given that celebrities like Flavia Tumusiime, Gabriel Union, Whoopi Goldberg etc, have openly shared about their struggle with it, a lot needs to be done. The cause of endometriosis is still unknown, diagnosis is very expensive, and this condition can be easily missed/misdiagnosed. A lot needs to be done in terms of research & unlearning the normalization of period pain. There's still medics who are clueless about the condition which has so many women not being listened to or even sent away. This is because it is hard to diagnose on the usual scans. The public needs to be sensitized on women's issues being public health issues to understand, support and care for endometriosis warriors. The cost of living with endometriosis is high. Hospital visits and tests, too, as well as the much needed lifestyle alterations and restrictions.

FAITH MULUNGI

**“Life before the diagnosis was filled with pain, very heavy periods, and uncomfortable symptoms. Life was generally difficult,” says Faith Mulungi**



# Why you should normalize regular medical check ups

By Teddy Trace Nayiga

Photography: INTERNET/UNKNOWN



In a world where our daily lives are filled with hustle and bustle, it's easy to overlook our most valuable asset: our health. A prevailing misconception is that medical check-ups are exclusively for the sick. Those who feel generally healthy and experience no noticeable symptoms may dismiss the need for such examinations, erroneously believing that only unwell individuals require medical attention. This should not be the case as we end the year 2024, and enter 2025. This perspective, especially prevalent among the younger population, often leads to the neglect of seemingly minor health issues, with some even regarding a hospital visit when not feeling sick as an invitation to illness.

Mild ailments like headaches, muscle or joint pains, earaches, or toothaches are often dismissed, with the hope that they will naturally resolve.

## **What is a medical checkup?**

A medical check-up is a comprehensive assessment of an individual's overall health status by a healthcare professional. The purpose of a medical check-up is to monitor and evaluate various aspects of a person's physical and sometimes mental health. It is often done on a routine basis, usually annually or as recommended by a healthcare provider to detect any potential health issues and assess risk factors and to provide guidance for preventive care.

A typical medical checkup may include but not limited to medical history, physical examination, blood tests, imaging tests, and counseling among others.

## **Exposure to toxic environment**

According to Dr Isaac Muyanja, a medical doctor at Hoima Regional Referral Hospital, we live in a toxic environment where we are constantly exposed to microorganisms that cause a number of pathologies. Some can be fought by the body's immune system while some can overwhelm the body and become overt. "Regular medical checkup can help in identifying such conditions in their less harmful states that can better be managed well before they become complicated," he says.

He further explains that the body is a complex structure that is made up of cells that make organs which eventually make systems. "Cells are constantly replicating with varying turnovers and that can come with associated mistakes which can only be identified with regular checkup," he says.

## **The case of sickle cell disease**

Dr Muyanja notes that checkups help in reducing propagation of certain genetic related diseases like sickle cell and that reduces on the health burden of the victims and the health systems. The prevalence of sickle cell disease in Uganda is estimated to be 0.8 percent.

**SOURCES: 1 in 125 people in Uganda has sickle cell disease. On the other hand, the prevalence of sickle cell trait in Uganda is 13.3 percent. This means that about 1 in 7 people in Uganda has a sickle cell trait.**

**Offers personalized health advice**

Dr Duncan Ndahura, a medical doctor at C-Care Uganda says investing in health goes beyond treating illnesses; it encompasses preventive measures that foster overall well-being.

"Regular checkups enable doctors to assess risk factors, offer personalized health advice, and recommend lifestyle modifications that can significantly reduce the likelihood of developing certain diseases. It's a proactive approach that empowers individuals to take control of their health," he says.

He adds that they help patients get tailored health care plans since everyone has a different health profile.

The checkups allow doctors to develop personalized healthcare plans based on an individual's medical history, family background, and lifestyle choices.

"This tailored approach ensures that medical interventions are precisely aligned with the individual's needs, optimizing the effectiveness of treatments and minimizing unnecessary procedures," he explains.

**Check-ups offer peace of mind**

In addition, he says regular check-ups offer peace of mind. "Knowing that you're in good health and actively managing your well-being can reduce stress and anxiety. On the flip side, if an issue is detected, early awareness provides an opportunity for prompt action, often alleviating unnecessary worry about your health," he explains.

**Why people do not go for checkups?**

For some, the mere thought of a medical check-up can trigger intense fear or anxiety.

This fear may be associated with needles, medical procedures, or even the possibility of receiving unwelcome health news. The psychological discomfort can be a powerful deterrent.

Access to healthcare is a fundamental concern. Individuals lacking health insurance or facing financial constraints often grapple with the perceived financial burden of medical services. The fear of exorbitant bills can lead people to postpone or avoid check-ups altogether.

On the other hand, not everyone fully comprehends the pivotal role that routine check-ups play in preventive healthcare.

The value of early detection and the significance of these examinations may be underestimated, leading to their neglect.

In conclusion, the reasons behind the evasion of routine medical check-ups are diverse and deeply rooted in personal, psychological, and societal factors.

Recognizing these barriers is essential for healthcare professionals, policymakers, and educators to address them effectively. Promoting the value of preventive care, expanding access to healthcare services and dispelling misconceptions can encourage more individuals to prioritize their health through regular check-ups. Ultimately, the journey towards improving healthcare adherence demands a collaborative effort that transcends individual decisions and societal influences.



**Dr Duncan Ndahura**



# How social media can be used to prevent violence against children

By Teddy Tracy Nayiga

Photography: INTERNET/UNKNOWN

Rachael Nuwagaba, a devoted mother, welcomed her bundle of joy three years ago. Overwhelmed by love and a desire to cherish every moment, she created a Facebook page dedicated to her daughter. She aimed to document precious memories through photography. Excitedly sharing snippets of her daughter's milestones, from the first smile to the tiny toddling steps, she intended to celebrate her child's growth and joyfully document their journey as a family. "When I created the page, it was meant to celebrate my daughter's growth and share joyous moments. I never expected it to turn into a platform for negativity," Nuwagaba expresses, reflecting on her initial intentions.

## Negative comments

However, amidst the sharing and joy, the serenity was disrupted by negative comments.



The cheerful moments captured in photographs were met with hurtful comments from anonymous online voices. Strangers' cruel words tarnished the pure intentions behind the page, leaving Nuwagaba deeply hurt.

"It was heartbreaking to see such negativity directed at my child. I realized I had to prioritize her emotional well-being over keeping the page alive," Nuwagaba shares, illustrating the emotional toll the negative comments took on her.

Unable to shield her child from the harshness of online negativity, she decided to close the page, choosing to shield her daughter from any form of online harassment.

## Protecting the innocence of the child

The decision to close the page was not easy, Nuwagaba explains.

"It was a tough choice, but I couldn't bear the thought of my daughter being exposed to such harsh criticism. Her innocence mattered more than publicizing our memories."

Nuwagaba's experience resonates with many parents navigating the complexities of social media. Her decision emphasizes the importance of safeguarding children from the darker side of online interactions, especially when it compromises their emotional safety.



According to the Uganda Communications Commission (UCC) 2022 first-quarter market performance report, there are 23.5 million internet connections in the country. Additionally, a 2021 survey conducted by the United Nations International Children's Emergency Fund (UNICEF), ECPAT, and Interpol revealed that 40 percent of children aged 12-17 in Uganda have access to the internet. Of these, more than half go online every day, and 33 percent have access to the internet at least once a week. A 2023 report by Economic Impact reveals

that more than 400 children worldwide have been sexually exploited online and have kept it a secret unsure of how adults will react. **Parents not regulating children using the internet** Speaking at the 2023 Day of the African Child celebrations in June, the Executive Director of the National Children Authority (NCA), Martin Kiiza, noted that the government has established measures to combat this issue. He, however, revealed that official statistics indicate that 5 percent of children have access to harmful internet content in their homes and schools.

Kiiza further disclosed a concerning finding from the NCA – parents have neglected monitoring and regulating their children's access to electronic devices. This oversight creates vulnerabilities that expose children to precarious situations. He called for collective responsibility to ensure responsible usage of electronic gadgets like phones and computers. He asserted that everyone must contribute to ensuring these devices are utilized for the betterment of children. **Social media can raise awareness** In an interview with Charmar Magazine, Tabitha Suubi, the Communications Officer at Raising Voices, noted that as the world becomes increasingly digitized, social media plays

a vital role in raising awareness about violence against children because it can rapidly disseminate information, reaching a wide and diverse audience. "As parents engage on social media, it is important that they care about the information the children access online. Children learn a lot through what they see, she said, adding "As parents, we need to live exemplary lives at home and on social media. This can be done through regulating the time you are spending on social media, maintaining respectful communication on social media, and sharing appropriate content." According to Suubi, it is a trend lately for parents to share their children's lives on social media. This involves sharing their photos, videos, and others sharing their credentials. A thing Nuwagaba learned and stopped. "Whereas some parents do it with pride to share with friends and family, it is important to remember that social media can be accessed by people unknown to us and some can use this information to harm children. Some write humiliating comments to children and when children learn about this, it may cause them emotional damage and leave long-lasting scars that parents may never know about," says Suubi.



# Uganda talks energy transition at GRA convention

Enthusiasts in the energy sector converged in Kampala to discuss the now much acclaimed energy transition at the Citizens Convention on Extractives 2024, a convention organized by Global Rights Alert (GRA), a civil society organization. The October 23, 2024 event was held under the theme: Towards a cross-generational & Just Energy Transition for Africa. Participants underscored the importance of Uganda putting in place the right policy frameworks in preparation for the transition. This, they said, would address the issues of energy poverty.



# Cynthia Kyofuna brings the Flourishing Woman dream to life

By Teddy Tracy Nayiga

Photography: COURTESY

**In the heart of empowerment, some extraordinary individuals like Cynthia Kyofuna, the visionary force behind The Flourishing Woman, stand out as she explains in the excerpts of this interview.**

## **Who is Cynthia Kyofuna?**

Cynthia Kyofuna is a woman and a mother of two boys. She believes she can be part of a breed of people, especially women, who live to create a legacy. I am inspired by women like Oprah Winfrey and Maya Angelou because I'm a poet. I am also inspired by a South African woman called MpumiLedwaba. I am a publicist and communication specialist. I have been in this field for seven years. I have been able to work with several companies in different sectors.

I have worked in the NGO space. My role is to create and oversee strategy and brand visibility is up there.

## **What are some of your proudest achievements?**

Motherhood is one of the proudest moments for me. It definitely has its lows but I've been able to get so much from it. Motherhood has been able to align with what my purpose is. Before, I was everywhere, hinging my hopes on different people. But now, every day, I am accountable for what the future of my children will look like.

The second one is being able to create a breed of women who are ambitious and ferocious – women who are go-getters. You know there is a stereotype that says women are not ambitious. But I'm very aggressive when there is an opportunity. So I do not believe in that mentality. I know that there are women out there that have excelled.



I've never applied for a job. I believe in the mantra that you have to be so good that people look for you. At each place I've worked, I've been headhunted and I get paid so well for a girl my age.

## **Can you tell us about the inspiration behind starting Flourishing Woman?**

The Flourishing Woman is a community of women who are aspiring to become leaders in their field of work. The Flourishing Woman provides you with a platform to get resources and knowledge on how to excel.

In the Flourishing Woman community, we believe that every woman is unique. It is a leveled ground for every woman.

The motivation behind starting this community was that we owe ourselves a generation of women who have legacies. For the longest time, women have been told they don't have power. Women have been told that they cannot make it to top leadership roles. That you can't excel as a working mother. But that's not true.





**Flourishing Woman brings together women to exchange development and empowering ideas.**

I believe that when women walk in their power, they're able to accomplish so much and that their accomplishments are not only for them, they are for everyone around them – their family, their friends, and the community they thrive in.

**What does Flourishing Woman offer to women, and how do these services help them in their lives?**

We offer learning resources. Knowledge is priceless. Knowledge will influence behavior change and a mindset shift. Then there is also networking. If we find that there is an exhibition opportunity for other women to thrive, we'll make sure that women get into that opportunity and exhibit their products because when they exhibit that means they can make sales. We offer a community to learn from each other. You know women have challenges, with men, children, school, and work but where do they go when these challenges are too much?

Ideally, the challenge you're facing, I've probably gone through it and I could guide you around it. Or I could be going through something that you've already faced that you could guide me on.

We've had the Flourishing Woman event which was a first of its kind. That's one of our greatest impact stories. In that room, we had women entrepreneurs, women in the corporate world, and exhibitors.

Immy, an exhibitor, on that day was able to launch her clothing line. As we stand now, all the women who attended that event have purchased from her. It's a win for Flourishing Woman to gather these women.

**Building a community of supportive and like-minded individuals is often crucial for personal growth, how does Flourishing Woman foster a sense of community among the women it serves?**

We have a code of conduct where every time a woman reads it, she's reminded of who she is and what her commitment should be to the

people around her. It motivates women to walk in with their purpose.

**What are some of the obstacles you faced when establishing and growing Flourishing Woman and how did you overcome them?**

My greatest challenge was fear. I had a concept note ready by August 2022 and it was called the Corporate Woman Conference. I went to Protea Hotel and they told me the budget for just the room break teas and lunch. And I was like, where am I going to get this money? That alone just put me off. So I put it on hold.

And in 2023, I got to speak to a man of God who told me, 'You have a calling for women.' And then, just out of the blue, I set my mind and said you know what, the Flourishing Woman has to happen. I started by making the poster and putting it out there. Getting the first person to pay confirmed that there's no turning back.

Even on Friday, before the Saturday that the event was meant to happen, I was like, should I run away? But how should it be known of me that I run away with people's money? I was worried that people were not paying enough. Will people come, I asked myself. Will the content make sense to the people, I wondered. Will the women have fun, I feared?

Then the challenge of finances; I had to get my salary to make sure this event happened. I was able to invest about UGX1.5 million because some women friends couldn't pay. Only seven women paid yet the turnout was 17 people, inclusive of speakers. Then you have to book the venue and do the decoration. So the money that was paid by the seven people was not enough. But I'm so proud and happy about that investment because I know that in the future it will pay off.



# Sam Jumbwike

## Supporting cancer fight through information sharing & palliative care



**Sam Jumbwike is the executive director of CISSU**

“We are driven by compassion and appreciate the uniqueness of every cancer patient’s journey from diagnosis, treatment and beyond. The patient is the center of our intervention. We work with people of all nationalities, backgrounds, resource settings and beliefs in a culture of mutual learning, enrichment and respect. We collaborate and share knowledge and ideas with our partners, believing that we can achieve more working together than in isolation or competition. We work to the highest standards of governance and financial management. We hold ourselves accountable for the delivery of our goals and objectives.

“Our day-to-day activities and policies of CISSU are run and implemented by a Secretariat which is headed by an Executive Director appointed by the Board of Directors led by a chairperson who is elected by ballot during the Annual General Meeting. The Board has an over sight role of monitoring the activities of the Secretariat to ensure that laid down policies are followed. Over the past seven years, and with the support of donations, CISSU has grown from a small fundraising body into an organization which impacts directly on people’s lives.

The Cancer Information and Support Society of Uganda (CISSU) was founded in 2017 by Sam Jumbwike with a vision to see a cancer free Uganda. According to Jumbwike, the organization’s mission is to empower people stay ahead of cancer through awareness, patient support, health promotion and advocacy. To achieve this, CISSU uses the media, community outreaches, collaboration with partners to maximize the effectiveness and reach of the prevention and early detection programs and messages.



**CISSU offers psychosocial support & palliative care to cancer victims**





“The beneficiaries of our work include; cancer patients, cancer organizations and other CSOs, health practitioners, government and people whose health is enhanced by virtue of laws and policies that reduce exposure to risk factors for cancer and other NCDs.

“Our achievements for 2023 include; launching the Nutrition Support Project in Kaliro district where over 100 families are being supported, conducted cancer screening camps in Kitintale where 110 beneficiaries were supported, conducted online cancer awareness sessions reaching over 1000 people, participated in national cancer survivor’s day celebrations in Sheema, participated in the National Cancer Symposium under the Uganda Cancer Society.

“Over the next 5 years, we have prioritized our focus on providing patient support services to enable them overcome the effects of their diagnosis. Our strategy is to use a holistic approach to support cancer patients to experience their journey as comprehensible, manageable and meaningful through non pharmacological health promotion interventions that address their physical, psychological, social and spiritual needs.

“We expect to see an increase in the number of patients accessing cancer services, increased number of skin cancer patients/albinos being protected from ultraviolet rays, more support to breast cancer survivors with counselling and prosthetic breasts, Cancer Patient Hostels supported with sanitary items.

“We have prioritized awareness increase the understanding of Cancer risk factors, prevention, symptoms, detection, treatment and care in Uganda. Our strategy is to use all available access channels such as Radios, TVs, Posters, print media, billboards, social media and mobile vans to create awareness about cancer, demystify the myths and misconceptions, fight the stigma and fear attached to cancer.

“Low awareness has consistently been shown to be associated with late diagnosis and treatment because it delays people from seeking help for cancer-like symptoms. Lack of awareness about the curability of cancer has also had an impact on health-seeking behavior towards cancer. It is also important to dispel the myths that people wrongly believe, inform them about the importance of screening for early detection, the vitality of following a healthy lifestyle, and sharing of survivor stories to give hope and confidence.







www.charmarnews.com



**Charmar**  
... it simply matters

# Charmar Unisex Salon

<b>Women's Do</b>	<b>Men's Do</b>
Hair Treatment	Haircut
Hair styling	Beard Trim
Braiding	Facial
Weaving	Head massage
Makeup	Dreadlocks
Manicures & pedicures	

Book now: +256 781 680 111 or +256 706 389 843  
Masaka Jubilee House L1 - Shop F-43



# National ICT Job Fair 2024

## Theme

Shaping Uganda's Digital Future:  
Bridging Skills, Innovation and  
Opportunity



Venue:  
**National ICT Innovation  
Hub Nakawa**

Scan QR code to register





# How will artificial intelligence transform lives in 2025

Artificial intelligence (AI) has been advancing at an unprecedented rate, becoming an integral part of our daily lives. As we approach the year 2025, AI is on the tip of remarkable progress that promises to reshape our world.

In this article, we will explore the exciting possibilities that AI holds for the near future, grounded in the latest trends in research and development.

## **The Power of Personalization**

AI is at the edge of a significant breakthrough in the realm of highly personalized digital assistants. As we increasingly engage with AI platforms, these systems are self-confident to gain a profound understanding of us as individuals — our unique needs, preferences, and behaviors.

## **Deep Learning from User Data**

By 2025, AI assistants such as Alexa, Siri, and Cortana will leverage advanced deep learning algorithms to analyze the vast volumes of user-generated data.

This encompasses voice and text conversations, search histories, purchase patterns, media preferences, and more. With this data, AI will craft hyper-personalized profiles for each user.

## **Anticipating Your Every Need**

Equipped with these user personas, the next generation of AI will proactively provide assistance in a remarkably personalized manner. Imagine your AI assistant proactively alerting you to upcoming deadlines on your calendar or suggesting the perfect vacation spot based on your past travel experiences and reviews. Some experts even anticipate AI becoming adept at recognizing your emotions and moods, offering empathetic support.

## **Speaking Your Language**

Personalization will extend to how we interact with AI. By 2025, digital assistants may perfectly mimic your preferred communication style, encompassing voice tone, speech patterns, conversational cues, and favorite words.

This elevated level of personalized interaction will make AI feel like a genuine companion rather than just another program. Smart Homes and Autonomous Transport AI is set to revolutionize smart homes and autonomous transport through advancements in computer vision, sensor fusion, and deep learning. These technologies will empower household devices and vehicles to operate independently while prioritizing user safety.

## **The Rise of Self-Driving Everything**

Anticipate seeing low-speed autonomous shuttles and delivery bots transporting passengers and goods on college campuses, corporate parks, and larger communities by 2025. For long-distance travel, regulated self-driving trucks on highways may transport freight cross-country.

Leading tech and auto companies are even planning to introduce fully autonomous cars, devoid of steering wheels or pedals, in specific regions, pending regulatory approval.

## **The Super-Smart Home**

Within smart homes, AI will proactively manage appliances based on owners' schedules and real-time energy data. For instance, heating, ventilation, and lighting systems may optimize themselves for maximum efficiency. Advanced computer vision systems may also enhance home security, with AI alerting caretakers to unusual activity. Some futuristic predictions even include robot butlers and AI-powered home healthcare assistants.

**Source:**  
[medium.com/AhmedBahaaEldin](https://medium.com/AhmedBahaaEldin)



## How AI will Revolutionize Healthcare

AI has the potential to bring about profound transformations in healthcare by 2025. From improving disease diagnosis to optimizing drug discovery and providing personalized treatment recommendations, AI-based technologies are poised to benefit both patients and medical practitioners.

### AI Radiologists and Pathologists

Through the application of deep learning models to vast medical imaging datasets, AI systems may rival or even surpass human experts in fields like radiology. Intelligent diagnostics, powered by computer vision, promise precise detection of abnormalities, faster scan analysis, and reduced diagnostic errors.

AI also holds promise in automating microscope slide examination for pathology.

### Revolutionizing Drug Discovery

AI is accelerating drug discovery by identifying promising new molecules through deep neural networks trained on extensive molecular data.

By 2025, AI may contribute to the development of cures for previously challenging diseases by identifying interactions at anatomical levels invisible to human researchers. AI is also being applied to optimize clinical trials for improved results.

### **A Future with Personalized Care**

One of the most impactful applications of AI will be in personalized healthcare. By analyzing an individual's complete genomic and medical history alongside their online search and lifestyle data, AI may provide highly tailored prognoses, treatment options, and wellness recommendations by 2025.

This has the potential to significantly reduce healthcare costs while elevating care standards globally.

### **The AI Green Revolution**

To sustain our growing global population with minimal environmental impact, innovations in clean energy generation and storage are essential. AI is expected to play a leading role in this endeavor, from optimizing renewable energy assets to breakthroughs in materials science.



### **Optimizing Solar, Wind, and More**

By 2025, AI techniques such as predictive maintenance, computer vision, and machine learning are projected to enhance the efficiency and uptime of renewable energy installations.

AI can maximize the output of solar panels and wind turbines based on real-time conditions while also anticipating equipment faults for proactive repairs, increasing returns on green investments.

### **Novel Battery Technologies**

AI offers hope for developing revolutionary new battery chemistries through molecular modeling and simulation. By narrowing down design possibilities, AI may help discover battery anodes and cathodes with high energy densities at affordable costs. This could accelerate the adoption of electric vehicles and large-scale renewable energy storage, critical for complete decarbonization.

### **Intelligent Factories of the Future**

Advanced robotics, computer vision, machine learning, and other AI technologies will enable seamless coordination in factory automation by 2025.

Industrial robots may self-diagnose issues using IoT sensors, while AI oversees resource-efficient production lines tailored for future customer needs. This improved Industry 4.0 promises lower costs with reimagined workplace safety.

### **The Rise of Smarter Governments**

By 2025, governments worldwide are aiming to modernize public services through AI.

Technologies such as predictive analytics, virtual agents, and automated workflows may optimize administrative processes while curbing fraud and corruption.

Citizens could access personalized guidance on services through AI chatbots and dashboards.





# Women running music industry



In the vibrant and diverse tapestry of Uganda's music industry, women have been instrumental in shaping the landscape, not only as artists but also as producers, songwriters, directors, and key contributors across various roles. Their creative prowess, determination, and resilience have left an indelible mark, breaking boundaries and inspiring countless others along the way.

## Female artists illuminating the stage

Uganda's music scene boasts a rich pool of female artists who have left audiences mesmerized because of their talent and passion. They cut across different genres and generations. From the kadongokamu of the 1960s and 1980s, to the contemporary music of the 1990s to the afrobeat of our generation, women have been central in delivering sweet music sounds to the ears of Ugandans. They have danced to our hearts too. From Frida Sonko in the 1970s, Sarah Birungi and Joanita Kawalya in the 1990s to Juliana Kanyomozi and Irene Namubiru in the 2000s, female artists have been a darling to music audiences across the country.



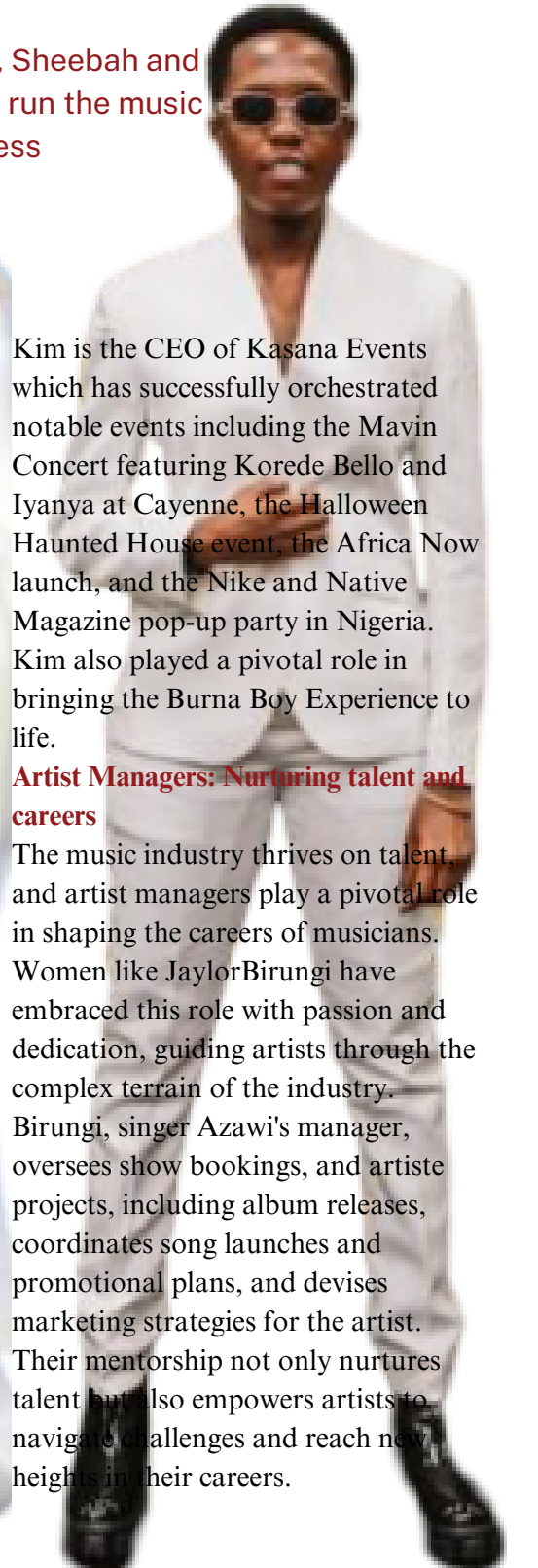
The music industry is adorned with the voices of extraordinary female artists. Icons like Juliana and Irene Namubiru have enchanted audiences for years, their voices becoming anthems of empowerment and resilience.

Meanwhile, rising stars among others like Spice Diana, Azawi, Lydia Jazmine and Vinka are reshaping the industry, blending traditional sounds with contemporary beats, captivating listeners far beyond Uganda's borders.

## Event Managers: Orchestrating spectacular shows

Behind every successful music event in Uganda, there's a woman ensuring everything runs seamlessly. Event managers like Kim Sebuliba are masters of logistics and creativity, transforming ordinary venues into stages for unforgettable musical experiences. Their meticulous planning and dedication have elevated Ugandan music events to international standards, attracting fans from all corners of the globe.

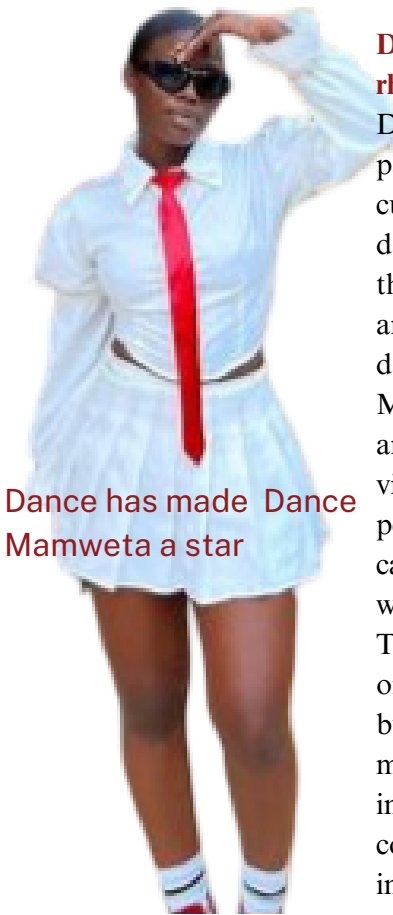
## Cindy, Sheebah and Azawi run the music business



Kim is the CEO of Kasana Events which has successfully orchestrated notable events including the Mavin Concert featuring Korede Bello and Iyanya at Cayenne, the Halloween Haunted House event, the Africa Now launch, and the Nike and Native Magazine pop-up party in Nigeria. Kim also played a pivotal role in bringing the Burna Boy Experience to life.

## Artist Managers: Nurturing talent and careers

The music industry thrives on talent, and artist managers play a pivotal role in shaping the careers of musicians. Women like Jaylor Birungi have embraced this role with passion and dedication, guiding artists through the complex terrain of the industry. Birungi, singer Azawi's manager, oversees show bookings, and artiste projects, including album releases, coordinates song launches and promotional plans, and devises marketing strategies for the artist. Their mentorship not only nurtures talent but also empowers artists to navigate challenges and reach new heights in their careers.



Dance has made Dance Mamweta a star

**Dancers: Translating rhythms into movement**

Dance is an integral part of Uganda's music culture, and female dancers have carved their space with grace and creativity. Talented dancers like Dance Mamweta infuse energy and passion into music videos and live performances, captivating audiences with their artistry. Their movements not only enhance the music but also tell stories, making them indispensable contributors to the industry.



DJ Zato

**Deejays: Setting the beat ablaze**

In the realm of deejaying, women are increasingly becoming prominent figures, setting dance floors ablaze with their mixes. DJs like DJ Etania, DJ Zato, and DJ Lolah are trendsetters, blending genres and tunes in ways that keep audiences grooving all night long. Their skillful hands and musical intuition make them crowd favorites, challenging gender norms in the male-dominated world of DJing.

**Challenges and triumphs**

While these women have undoubtedly made their mark on Uganda's music industry, they have not been without their fair share of challenges. Gender disparities, societal expectations, and industry biases persist. Nevertheless, their determination, talent, and a growing supportive community have propelled them forward.

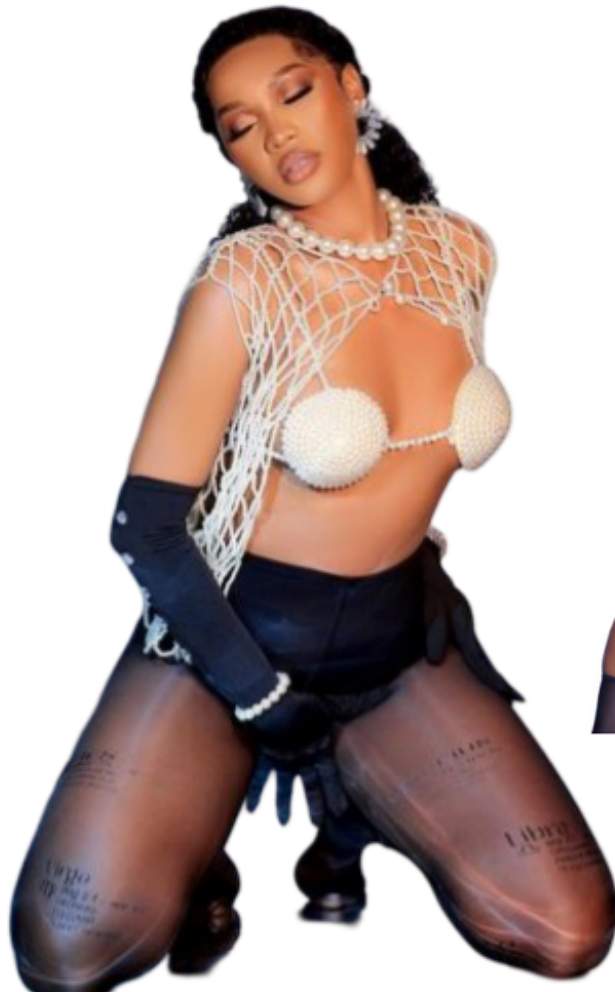
**Empowering the Future**

These women are not just making strides in their respective roles; they are also inspiring generations to come. Through their passion, talent, and unwavering determination, they are dismantling barriers and proving that gender is no obstacle to success in the music industry.

Their stories serve as a testament to the incredible potential of women, not just in Uganda but across the world.

In celebrating these women, Uganda's music industry is not only recognizing their achievements but also embracing the diversity and richness they bring to the musical tapestry.

Their contributions are not just notes and beats; they are powerful statements, echoing the spirit of empowerment and equality, and heralding a future where women continue to shape and redefine the music industry.



Spice Diana and Vinka have risen to the top too.



# Book Now: Kampala Lakeview Getaway

It's time to treat yourself to the getaway you deserve without breaking the bank!

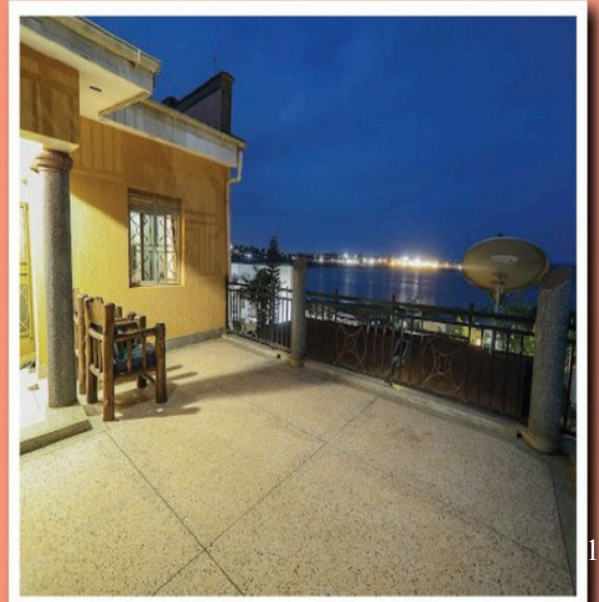
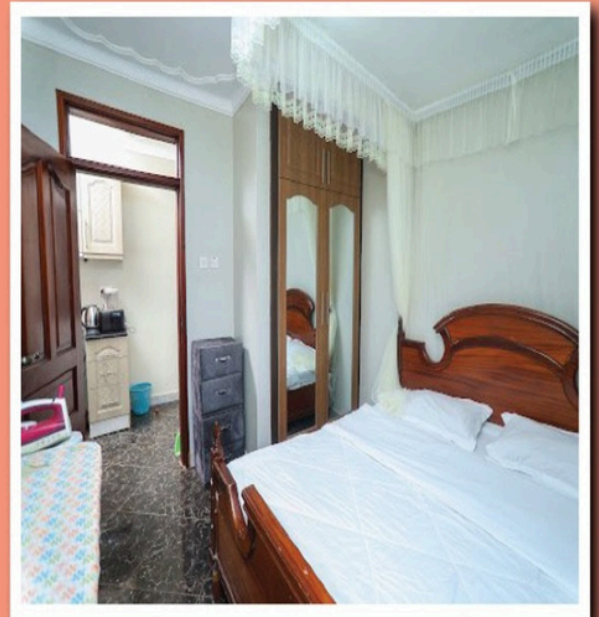
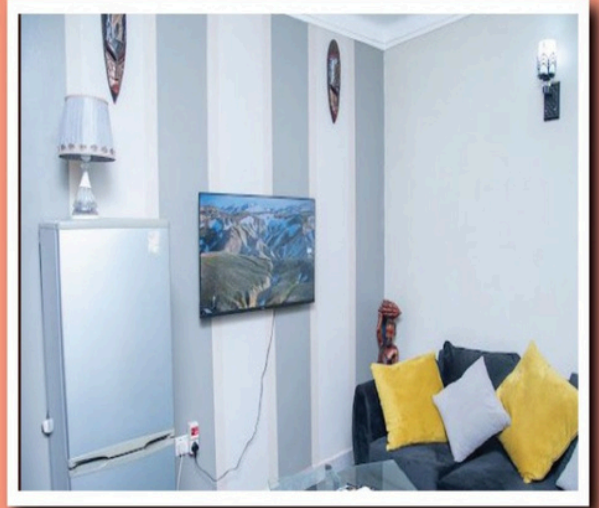
For as low as \$24 a night, come spend time with your 1+ in our budget-friendly 1-bedroom Airbnb nestled in the heart of Bukasa - Muyenga.

Fully furnished with a breathtaking view of the lake.

**Book on Airbnb:**

**<https://www.airbnb.com/slink/aJuqAYSo>**

**Or call +256 771375026 / +256 706760001**



# Sheila Gashumba's Range Rover is luxe

Socialite and media queen Sheila Gashumba has once again raised the stakes with the unveiling of her brand-new Range Rover Velar, turning heads and sparking chatter all over Kampala.

Known for her high-end taste and flashy lifestyle, Sheila's rose-gold ride, adorned with "Gash 00UG" plates, has taken social media by storm, with fans swooning over the bold, personalized touch she's added.

Draped in a pink ribbon and decorated with balloons and flowers, her latest splurge had fans and fellow celebrities both mesmerized and envious, all wondering what's next for the style icon.

Sheila hasn't missed a beat with the new acquisition, even stirring up intrigue by suggesting that only three people in Uganda own this specific model.

Adding fuel to the fire, Bad Black chimed in with claims that Sheila shares this exclusive vehicle class with President Yoweri Museveni and a Minister of Agriculture.

The Range Rover allure continues to sweep through Uganda's celebrity circles, with Sheila joining an elite lineup that includes Spice Diana, Gravity Omutujju, and Jose Chameleone, all recently spotted with their own luxury SUVs.

For now, Sheila's rose-gold Range Rover sits in a class of its own, adding yet another layer to her already dazzling persona and proving, once again, that she's here to keep us watching every move!





# Will Eddy Kenzo transform the arts as Museveni's advisor on creatives?



Ugandan music sensation Eddy Kenzo, known for his chart-topping hits like Sitya Loss and Stamina, stepped into a high-profile role that takes him beyond the stage. Now appointed as a Senior Presidential Adviser (SPA) on Creatives, Kenzo will draw on his deep understanding of Uganda's creative industry to help influence national policy and growth within the sector.

Kenzo's journey from a celebrated musician to a key government adviser signals a strategic move to bridge the gap between Uganda's artistic talent and state leadership. His role is part of a growing effort by the Ugandan government to directly involve influencers from the arts in shaping policies that impact youth, arts, and culture. With a substantial annual salary of UGX 28.5 million—equating to UGX 2,382,082 per month as outlined in a public 2024/25 fiscal year salary schedule—Kenzo joins the ranks of other well-known Presidential Advisers, including Catherine Kusasira, Bucha Man, and Jennifer Full Figure.

These SPAs earn slightly less, at UGX 2,370,616 monthly, totaling UGX 28,447,392 per year, signaling Kenzo's elevated role within the advisory team.

Beyond his advisory position, Kenzo already holds significant influence as the President of the Uganda National Musicians Federation (UNMF), where he advocates for better rights, compensation, and opportunities for Ugandan musicians.

His dual role is seen by many in the industry as an opportunity to bring meaningful reforms, especially in areas related to artist compensation, intellectual property rights, and youth engagement in creative arts.

The public response has been a mix of support and curiosity, with fans and fellow artists alike expressing high hopes that Kenzo's position will empower creatives who have long felt sidelined by formal structures.

Appointed this past August, Kenzo has been vocal about his vision for the arts, seeing it as a driving force for social and economic transformation in Uganda. "I want to make sure every Ugandan artist feels represented and supported," he recently said in an interview. This mission resonates particularly with Uganda's youth, who look up to Kenzo as a figure who has risen from humble beginnings to global stardom, making him relatable and influential in equal measure.

Kenzo's appointment to this position is not without precedent; President Yoweri Museveni has previously enlisted other notable Ugandan artists to leverage their voices in areas of national interest, particularly in connecting with young people.

However, Kenzo's involvement is seen as particularly impactful given his background, which spans both international accolades and grassroots popularity. His influence reaches beyond Uganda, allowing him to act as a bridge to global markets and attract investment opportunities for the country's creative economy.

With his new role, fans are optimistic that Kenzo's unique platform will open doors for emerging talents and lend a stronger voice to issues of creative ownership and industry standards.



# All Saints Cathedral In Nakasero Reopens Doors

President Yoweri Kaguta Museveni, in the company of his wife, First Lady Janet Kataaha Museveni, presided over the grand opening of the new All Saints Cathedral in Nakasero, Kampala.

The newly completed facility, standing out with a striking 45-metre bell tower, features the Bishop's office for the Kampala Diocese, a two-level underground parking lot, four chapels, a coffee centre and a library.

Designed to accommodate over 5,000 worshippers, the cathedral is a monumental addition to Uganda's Anglican community and a major symbol of the faith's expansion in Kampala. President Museveni extended his gratitude to the building committee and those who led the project. He called on Christians to honour their bodies as temples of the Lord, avoiding vices such as alcohol, obesity, and sexual immorality. President Museveni concluded by announcing a personal donation to the church, saying, "Maama Janet and I have agreed to contribute Shs100 million from our cattle, not the government budget."

"Additionally, I will include Shs1 billion in the July budget to support the cathedral," he noted.





# Ugandans brave Nairobi Marathon in record numbers

The 21st edition of the Standard Chartered Nairobi Marathon was nothing short of an epic journey for the nearly 400 Ugandans who joined the 25,000 runners, more than doubling last year's Ugandan representation. From the moment they hit the Southern Bypass to the final stretch near Uhuru Park, Ugandan runners – elite athletes and recreational joggers alike – battled heat, steep hills, and a sea of Kenyan talent to complete this record-turnout East African event.

For many Ugandans, the marathon was a test of willpower that extended beyond the usual physical endurance. The course pushed them through Nairobi's toughest routes, from the heart-pounding ascent near the Hindu temple to the notorious Kibra elevation, testing both seasoned runners and casual participants to their limits. Many found themselves close to giving up as they neared the ascent towards Karen, but were met with loud, encouraging shouts of "Uganda," "Kampala," and "watu wa Museveni" from race marshals and supporters alike. For some, that shout of encouragement made all the difference in powering through the fatigue.



Throughout the course, Ugandan participants ran with unity, representing their country as a tight-knit group. Among the standout performances was Cosmas Olemukan, who finished as Uganda's top runner in the full marathon, clocking in at 2:41:56 to secure 50th place in the men's race.

Arinawe Mudathiru and Collins Cherotich also made it into the top 100, marking an improvement from last year with more Ugandan athletes competing in the marathon's premier ranks. In the women's category, Sheba Byamugisha and Grace Kenganzi secured 47th and 68th places, showing Uganda's resilience in a field traditionally dominated by Kenyans.

**Race supporters turned Nairobi's streets into a jubilant cross-border celebration.**





This year, around 257 Ugandans officially crossed the finish line in various distances, with a significant turnout in the 42km, 21km, and 10km races. In the full marathon, 94 men and 15 women completed the distance, while the half marathon saw 73 Ugandan men and 38 women crossing the finish line.

One of the runners, Moses Rutahigwa, finished his 42km run in just under four hours and reflected on the growth of Uganda's running community. For Ugandans, the race wasn't just about finishing times – it was about enjoying the thrill of collective achievement, with many runners cheering one another on, ensuring everyone kept up the pace and crossed the finish line.

The enthusiasm for marathons has led to Uganda's growing representation on the international stage, with several Ugandan runners heading to the New York Marathon this weekend. The group includes Jacqueline Mukasa, Joseline Kateeba, Robert Okudi, and others who are setting their sights on new personal bests in one of the world's most renowned marathons.

The Nairobi Marathon ultimately became a powerful reminder of East Africa's vibrant running culture, with the Ugandan runners standing out not only for their commitment but for their pride in wearing their national colors. As the runners embraced their friends and supporters at the finish line, drenched in sweat and beaming with joy, the spirit of determination and camaraderie was evident, setting a high bar for future events and underscoring Uganda's passion for the sport.





# AFCON25: Uganda Cranes understands Bafana Bafana task

Uganda Cranes, the national football team, is in familiar waters as they pursue to qualify for the 2025 Africa Cup of Nations (afcon) that will be held in Morocco. While they have had a good campaign, they have found themselves in a situation where they must avoid a loss against Bafana Bafana, the football national team of South Africa.

The two nations face off on 15th November 2024 at Mandela National Stadium - Nambole, in Wakiso district in the second leg encounter. The game in Nambole is an important one for both teams.

The South African salvaged a point when the Cranes went down south with a 3-all draw. However, the stakes are high when the two meet again at Nambole.

Uganda will qualify if they win or earn a draw against Bafana Bafana, but complacency has cost Cranes before. A loss against South Africa will mean that Uganda qualification will be pegged on the Congo game in Brazerville - a tricky away encounter.

The cranes prefer to maximize on the home advantage and beat Bafana Bafana to finish the job.

Uganda Cranes moved closer to earning qualification after securing a 2-1 win over South Sudan at Juba Stadium in October.

The result means Uganda leads Group K on 10 points and need just a point from the remaining two games.

Uganda Cranes Head Coach Paul Put is so far happy with the progress made. "We are still work in progress but I am impressed with the progress and I know we will get there soon." Put said after the first leg game in South Africa.





[www.charmarnews.com](http://www.charmarnews.com)