

POROUS STATE OF ROADS IN BAMENDA

Minister Nalova Lyonga tackles officials selling false promises



Speaking during the 7th session of the Steering Committee Meeting of the Presidential Plan for the Reconstruction and Development of the North West and South West Regions, PPRD NW/SW, over the weekend, the Minister of Secondary Education expressed shock and disappointment over the severely degraded road infrastructure in the chief town of the North West Region. **P.7**

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NEWS

YAOUNDE

Second national consultation on AI in Cameroon ends today

Minister Libom Li Likeng stated announced on day one of the event that the government is planning to develop the sector by training 60,000 AI-talents as it looks to create 12, 000 direct AI-related jobs by 2040.

By TEMBA Junior SUH

THE second national consultation on artificial intelligence in Cameroon will round up in Yaounde today. The closing ceremony of the event which flagged of yesterday, is expected to be presided over by the Minister of Posts and Telecommunications, Minette Libom Li Likeng. The event will mark an end of a two-day event that had participants and experts brainstorming on developing a government policy that will facilitate the efficient use of the AI in the country dubbed the National Strategy for the Development of Artificial Intelligence. The activity is organized under the theme: "Promoting an inclusive and sustainable digital economy by adopting artificial intelligence for an emerging Cameroon". The opening ceremony which was presided over by the Minister Libom Li Likeng of posts and telecommunications, was attended by the Minister Delegate at the Presidency in Charge



of Public Works, Ibrahim Talba Malla and the representative of the United Nations Educational, Scientific and Cultural Organization, UNESCO, Hilaire Mputu. During the two-day activity, participants held discussions addressing digital infrastructure, data and connectivity, talent, skills and research, the role of international cooperation in the sphere of competitiveness in the age of the AI among others. Speaking during the opening ceremony, Minister Libom Li Likeng

said the government is keen to use the scheme to develop a befitting program on the AI that will boost the productive and more efficient use of the tool in the country with priority on giving full consideration to the Cameroonian reality. "We need to be sure that the artificial intelligence that is running in Cameroon is taking into consideration our needs, our culture so that our young people and our experts master the development of the tool," the minister said. "In the world, there are two groups of people: those

who create, those who innovate, and others are consumers. In Cameroon since we have well-trained young people, we want to be those people who create. We want to be those who can control their AI at the national level," the member of government added. She stated that the government is planning to develop the sector by training 60,000 AI-talents by 2040 and creating 12, 000 direct AI-related jobs by 2040. The minister said such interventions will boost productivity and position the sector as

one of the biggest employers and major contributors in the gross domestic products of the country with eyes on between 0.8% and 1.2% of the GDP. Minister Libom Likeng added that such achievement will position Cameroon as the hub of artificial intelligence on the African continent by 2040.

UNESCO says fully committed to cause

The representative of UNESCO Hilaire Mputu stated in an interview at the end of the opening ceremony that the United Nations agency is fully committed to accompanying Cameroon in the cause like it has done in other projects over the years. "The role of UNESCO to frame the use, the exploitation of artificial intelligence. UNESCO supports the country in the framework of the ethics of artificial intelligence, to make sure that the effects that could be perverse in the exploitation, in the use of artificial intelligence, can be eliminated," Hilaire Mputu said.

TO REDUCE SMOKING-RELATED DISEASES Lawmakers wage war against tobacco

The Parliamentary Network against Tobacco and Drugs has discussed strict rules to control tobacco use, including higher taxes on cigarettes, to help fund public healthcare and reduce smoking-related diseases.

By Brigitte BATE

Health officials and parliamentarians gathered at the National Assembly on July 3, 2025, to discuss tobacco control measures. Organized by the Parliamentary Network against Tobacco and Drugs, the meeting focused on increasing tobacco taxes to improve public health and generate healthcare funding. National Assembly Vice President Honorable Mary Muyali Boya chaired the event, which featured stark warnings from health experts. Ministry of Health representative Nadège Bagneken presented data showing how tobacco use drives preventable diseases, straining Cameroon's health system. World Health Organization official Dr. Michal Stoklosa explained that higher tobacco taxes could both reduce smoking and raise money for medical services. Despite these arguments, civil society activist Judith Noël noted current tobacco taxes remain too low to significantly curb smoking, especially among youth. The seminar concluded with recommendations for parliamentary action, led by Honorable Fonge Julius. However, attendees agreed meaningful change requires stronger political



commitment. Some argue that significant increase in taxes on beer could provoke public backlash, given its cultural and social significance, while others believe extreme cigarette pricing might deter smoking. However, such measures could also lead to unintended consequences, like a rise in illicit trade and alternative substance use. Online commentary reflects strong acceptance on this increase as some says if a stick cost 200frs people might reduce or even

stop smoking. Others says for individuals to really stop smoking lawmakers should implement the price of cigarettes to 25,000 FCFA so that users will think before buying. The underlying sentiment is a mix of sarcasm and discontent questioning how tax revenues are being utilized and whether the government is focusing on the right sectors. There is also a hint of rebellion, implying that excessive taxation on certain goods could push people to their limits.

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NEWS

PRESBYTERIAN CHURCH IN CAMEROON

Rev. Tjomp launches “caravan of peace, reform” to revive church

The initiative, set to begin today, aims to address growing internal tensions, modernize church structures, and reconnect with the grassroots faithful amid ongoing leadership crises shaking the church since 2023.



By Eratus NDUH

THE 68th Moderator of the General Assembly of the Presbyterian Church in Cameroon (PCC), Rev. Pastor Jacques René Tjomp, has announced the launch of a nationwide pastoral tour aimed at reviving the spiritual and administrative foundations of the Church. Speaking during a press briefing held this Monday at the headquarters of the PCC in Yaoundé, Rev. Tjomp declared his readiness to embark on what he described as a “caravan of peace and reform,” beginning Tuesday, July 8. This initiative comes against the backdrop of ongoing leadership crises that have plagued the PCC since 2023. With visible concern and pastoral conviction, Rev. Tjomp outlined his vision to reestablish harmony within the Church and restore confidence among its grassroots members. “The crisis we’re facing is not a crisis of faith among the believers, but rather a deafness at the top, a refusal to listen to the deep cry of the base,” he noted. “These Christians, often relegated to the background, form the backbone of the Church. Without them, power struggles become meaningless.” The pastor went on to critique the outdated governance structures within the PCC. He pointed out that the Church’s operational texts, inherited from American missionaries in 1957, no longer align with its current organizational realities. At its founding, the PCC had just 10 presbyteries and 3 synods. Today, that number has grown to 40 presbyteries and 8 synods, yet the same archaic rules are still applied. “These obsolete texts breed frustration,

especially among young pastors who serve a digital-savvy generation. It’s time for reforms that reflect our present reality.” Rev. Tjomp’s message also struck a symbolic chord. He likened the ordinary faithful, those he described as “walking in slippers” to the “International Monetary Fund of the Church.” In his words, these humble believers are the true custodians of the Church’s spiritual wealth, and sidelining them weakens the entire institution. Drawing from three decades of ecclesiastical experience, the Moderator believes the time is ripe for genuine dialogue with his peers. He called for a peaceful Church, where mutual understanding forms the basis of reform. “Peace cannot exist without mutual understanding. Reform is not rebellion, it’s a responsible act of faith.” The clergyman also addressed the growing culture of online criticism targeting Church leaders. While he acknowledged the role of social media in promoting transparency, he warned against the indiscriminate discrediting of Church figures. “We need leaders who can help and support our Church. It makes no sense that those who expect help are the first to vilify those in a position to provide it.” Rev. Tjomp’s pastoral tour will begin with visits to major theological institutions, including the seminaries in Foullassi and Bibia in Lollodorf. There, he will preside over graduation ceremonies and interact with new ministers preparing to serve the flock. Dubbed “La Caravane de la Paix et de la Réforme” (The Caravan of Peace and Reform), this tour marks a significant step in Rev. Tjomp’s commitment to healing rifts, modernizing Church governance, and bridging the gap between leadership and laity.

COMPETITIVE INTELLIGENCE

External research directorate embraces economic intelligence in strategic shift

Traditionally focused on political and security matters, the Directorate General of External Research, DGRE, is now expanding its scope to include economic threats, a transformation aimed at strengthening the country’s ability to anticipate and respond to emerging risks in today’s interconnected global economy.



By Eratus NDUH

In a move that signals a major shift in Cameroon’s national security strategy, the country’s DGRE has officially launched a new phase of operations centered around competitive intelligence. Traditionally focused on political and security matters, the DGRE is now expanding its scope to include economic threats, a transformation aimed at strengthening the country’s ability to anticipate and respond to emerging risks in today’s interconnected global economy. The change was formally introduced through a high-level training programme held from June 30 to July 6, 2025, under the leadership of Dr Guy Gweth, President of the African Centre for Competitive Intelligence (ACCI), known in French as CAVIE. This initiative, involving strategic collaboration between the DGRE, the Ministry of Economy, Planning and Regional Development (MINEPAT), and the Cameroonian branch of ACCI, marks a turning point in how the country approaches economic security. Speaking at the opening of the week-long session, the Director General of the DGRE made a rare public statement: “As an intelligence service in the service of the State, the Directorate General of External Research must be at the forefront of this evolution. Our traditional role of monitoring and anticipation must now fully integrate a competitive intelligence dimension focused on protecting our nation’s strategic interests.” The training addressed key areas of concern in the global economy, such as targeted disinformation campaigns, covert in-

fluence operations, cyber-espionage, unfair competition, and data theft, all of which pose serious risks to national stability. Participants were equipped with tools for strategic monitoring, intelligence production for policymakers, and the creation of a national doctrine for economic defense. The Involvement of Dr Gweth, one of Africa’s most respected strategic consultants — was a significant boost to the program’s visibility and legitimacy. With over 15 years of experience in geostrategy, economic intelligence, and risk assessment, Dr Gweth has advised institutions ranging from the Ivorian presidency to major banks in Mauritius. Under his leadership, ACCI has trained more than 1,000 senior public and private executives across Africa. “This is about giving Cameroon the tools to defend itself not just militarily or politically, but economically,” said Dr Gweth during the training. “Competitive intelligence is no longer a luxury. It is a necessity for any state that wants to be sovereign and successful in today’s world.” This initiative comes at a time when ACCI is preparing to celebrate its 10th anniversary on August 3, 2025, highlighting its ongoing influence in shaping strategic thinking across the continent. By investing in local expertise and aligning intelligence work with economic development goals, Cameroon is positioning itself as a regional leader in the emerging field of economic intelligence. The move also aims to redefine public perceptions of intelligence work, portraying it not as a clandestine endeavor but as a visible, vital part of national development and sovereignty.

CLEAN CITY CONTEST

Ndu Council ranks seventh nationally

The classification has been described as a full show of the great improvement that the council has registered in the last years in promoting cleanliness and environmental sustainability under its leader, Mayor Abdou Kanfon Borno.

By TEMBA Junior SUH

The Ndu Council in the Donga Mantung Division of the North West Region has placed seventh at the end of the 2025 Clean City Contest organized by the Ministry of Housing and Urban Development. The council was handed the ranking yesterday at an event organized in Bafoussam in the West Region to mark the 39th edition of the World Habitat Day in Cameroon. The event was presided over by the Minister of Housing and Urban Development, Célestine Ketcha Courtès in the presence of the Minister of Public Service and Administrative Reforms, Joseph Le. The Ndu Council is the finest ranked council from the English-speaking North West and South West regions of the country. The council ranks a spot ahead of Kumba I Council in the Meme Division of the South West Region. As the seventh-placed council on the ranking, the structure bagged home a sum of 40million FCFA. Kumba I secured 30million FCFA for placing ninth. Despite being far below the general expectations, the recent classification has been described as a full show of the great improvement that the Ndu Council has registered in the last years in promoting cleanliness and environmental sustainability under its leader, Mayor Abdou Kanfon Borno. The council was invited to the national contest after emerging as the cleanest city in the North West Region. The structure has credited its achievement in the 2025 contest to its “ongoing efforts to combat environmental degradation, mitigate the problems associated with urban sprawl, and ensure a safe and healthy environment for its inhabitants.” In the statement released in the leadup to the final contest in Bafoussam, the council also further detailed that the efforts include “launching a clean village competition to maintain the cleanliness of all villages and quarters in Ndu municipality, planting environmentally friendly trees in watersheds and other areas, beautifying Ndu municipality, preventing land degradation, establishing a robust urban planning management system in accordance with enforced regulations and providing



dustbins in all public places.” The structure additionally stated that the promising journey is a fruit of its efforts in strategically “conducting regular clean-up campaigns, implementing a standard waste management system, and

constructing effective drainage systems.” The Ndu Council placed second on the final classification table at the divisional level in Donga Mantung Division during the 2024 contest. The structure lost the contest at the level to the

Nkambe Council which went on to place second on the national classification behind the Ebolowa II Council in the South Region which bagged the 100million FCFA plum prize.

Zoom into overall 2025 ranking

The Nkongsamba Council in the Moundou Division of the Littoral Region secured the overall top prize nationwide in the 2025 event. The council bagged home a sum of 100 million FCFA for the distinction. The Bafoussam II Council in the Mifi Division of the West Region got a sum of 70million FCFA after placing second on the final standing just above the Garoua II Council in the Bénoué Division of the North Region which secured 60million FCFA for ranking third. Last year's winner, the Ebolowa II Council in the South Region's Mvila Division took fourth position in this year's contest and went home with 55million FCFA as financial package. The representative of the Adamawa Region, the Mayo-Darlé Council in the Mayo-Banyo Division placed fifth and pocketed 50million

FCFA, five million more than the Ayos Council in the Nyong and Mfoumou Division. The Centre Region flagbearer placed sixth on the national classification. The Guidiguis Council from the Mayo Kani Division which represented the Far North Region, took 30 million FCFA after ranking eighth on the standing, just below the Ndu Council on position seven. The Kumba Council which came through as the representative of the South West Region in the national finals, also took home 30millions on position nine, 10million FCFA more than the Atok Council of the Upper Nyong Division, the representative of the East Region.

About the Clean City Contest

The Clean City Contest is organized by the Ministry of Housing and Urban Development to promote cleanliness and environmental sustainability across cities and towns all over the country. The 2025 edition was held under the theme: “Innovating and acting locally in response to urban crisis: for a sustainable and participative management towards Cameroon's development.”




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NEWS

2025 PRESIDENTIALS

Minister René Sadi says chances of Biya candidacy “50/50”

The declaration sparked a cold war within the CPDM with the party's communications secretary, Prof Jacques Fame Ndongo declaring in a separate interview that the structure is 100% sure that President Paul Biya will be the party's flagbearer during the forthcoming presidential polls.

By Eratus NDUH

THE In a high-stakes interview with Radio France Internationale, RFI, on July 7, 2025, Cameroon's Minister of Communication and Government Spokesperson, René Emmanuel Sadi, provided the clearest, yet most ambiguous, hint so far about President Paul Biya's political future. When asked whether the 92-year-old Head of State would seek another term in office during the October presidential election, Sadi replied: “It's 50-50.” The statement, though cautiously diplomatic, has reignited the national debate about the possibility of a new Paul Biya candidacy. Sadi, who also serves as a bureau member of the ruling Cameroon People's Democratic Movement, CPDM, stressed that only the President himself can make that call and that he will do so “at the appropriate time.” “He [President Biya] will speak in his soul and conscience. He is a man of great wisdom and vision. And there could be a surprise, in one direction or another,” Sadi said during the interview with RFI journalist Christophe Boisbouvier. With only three months remaining before the crucial election, political parties across the spectrum have already declared their candidates, all except the CPDM. This de-



lay has fueled speculation and raised concerns, both within and outside the party, about internal indecision or strategic suspense. Sadi dismissed any sense of urgency or division, stating that the ruling party is well within legal timelines. “The CPDM is calm, organized, and confident. We know the provisions of the law, and we still have enough time to make our choice under the leadership of our national president, Paul Biya,” he affirmed. The interview also touched on recent developments that have reshaped the pre-election landscape. The high-profile resignations of Bello Bouba Maïgari and Issa Tchiroma Bakary, both former

government ministers and long-time political allies, marked a turning point. The two men not only stepped down but also announced their intention to run for the presidency. When asked whether their departure weakens the CPDM's electoral chances, Sadi acknowledged a shift but remained upbeat. “Yes, the competition might be a little tougher now, but the CPDM's strength lies in its nationwide structure and experience. The party is tightening its ranks and will maintain its dominant position,” he said confidently. Issa Tchiroma, now a presidential hopeful, has been openly critical of President Biya's leadership, alleging that the Head

of State no longer actively governs. Sadi rejected such claims outright, defending the President's engagement despite his age. “It's an apparent absence. The President is still the most informed man in Cameroon. At 92, it's an enormous merit to continue following state matters. He has a phenomenal memory and still makes all the key decisions,” he asserted. Sadi also brushed off insinuations that Ferdinand Ngoh Ngoh, Secretary-General at the Presidency, is the de facto leader of the country. “He is a close collaborator, yes, but the President retains full authority and can override any decision when necessary,” Sadi maintained. As the clock ticks toward election day, Sadi's remarks offer both reassurance and suspense. The nation now awaits a decisive word from President Paul Biya himself, a word that could reshape Cameroon's political destiny once again.

Jacques Fame Ndongo Declares President Paul Biya as CPDM Candidate for 2025 Elections

The Communication Secretary of the CPDM Central Committee, Professor Jacques Fame Ndongo, officially declared that President Paul Biya will be the party's candidate for the October 2025 presidential elections. Speaking in an exclusive interview last evening on RFI Fame Ndongo, who is also Minister of State and Minister

of Higher Education, affirmed that the CPDM has designated the incumbent head of state as its flagbearer, despite the absence of a party congress to formalize the selection. “Our statutes are clear. The National President of the CPDM is the candidate for the presidential election. So, there is zero chance of another CPDM candidate in the October election,” Prof. Fame Ndongo stated on RFI. “To be the CPDM candidate in the presidential election, one must be the National President of the party.” President Paul Biya, aged 92 and in power since 1982, remains the National President of the CPDM, a position that, under party statutes, automatically makes him the candidate for the presidency. This announcement follows recent speculation and internal uncertainty about whether President Biya would run again, particularly after Minister of Communication René Emmanuel Sadi told RFI that the chances of Biya's candidacy were “50-50.” The declaration by Fame Ndongo now seems to put an end to weeks of debate within political circles and among citizens regarding Biya's political future. However, the method of announcement, via an interview rather than a party congress or formal communiqué, is likely to spark further debate about internal party democracy and transparency within the CPDM.

OPPORTUNITIES

I - Favour College Bafang Seeks Dedicated Dean of Studies and Teachers

Favour College Bafang is urgently recruiting a Dean of Studies and qualified Teachers to join their team this July. Ideal candidates should hold at least an HND, CAPIEM, or equivalent qualification. The institution emphasizes the need for highly committed professionals only serious applicants should apply. This is an opportunity for disciplined and passio-

nate educators to contribute to academic excellence. Interested candidates are encouraged to act quickly, as positions are set to be filled immediately. For inquiries or applications, contact: 651 863 539 / 692 387 556 WhatsApp Group: Join <https://chat.whatsapp.com/JQP2Ny4olQxC3y5cybruMv>. Deadline for applications is soon apply now if you meet the requirements and are ready for a serious commitment.

II - Experienced Mobile Money Agents Needed

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the flexibility to choose one weekday off between Monday and Friday. The compensation package includes a fixed monthly salary of 65,000 CFA francs, supplemented by performance-based commissions when sales targets are achieved. Applicants must possess verifiable experience in mobile money operations and be prepared to commence work immediately upon successful interview. The hiring process requires submission of specific do-

cuments, including identification copies for both the applicant and a financial guarantor, who must be a close relative with demonstrable financial stability. Proximity to either work location will be considered an advantage during the selection process. Interested and qualified individuals should promptly contact the provided numbers via call or WhatsApp message at 696 57 60 82 or 697 03 50 62 for immediate consideration.



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NEWS

POROUS STATE OF ROADS IN BAMENDA

Minister Nalova Lyonga tackles officials selling false promises

Speaking during the 7th session of the Steering Committee Meeting of the Presidential Plan for the Reconstruction and Development of the North West and South West Regions, PPRD NW/SW, over the weekend, the Minister of Secondary Education expressed shock and disappointment over the severely degraded road infrastructure in the chief town of the North West Region.

By Eratus NDUEH

A 26 The Minister of Secondary Education, Prof. Nalova Lyonga, has broken down in frustration over the severely degraded road infrastructure in the North West regional capital. Speaking during the 7th session of the Steering Committee Meeting of the PPRD NW/SW, the minister expressed shock and disappointment after visiting Bamenda for the first time in several years. Taking the floor after the Minister of Public Works, Emmanuel Nganou Djoumessi, had detailed a familiar list of promised road projects, Prof. Lyonga deviated from the usual scripted optimism. Her voice trembled with concern as she said, "I have to start by saying that I am completely shocked by the state of the roads in Bamenda." Her declaration was met with roaring applause from the audience gathered at the Bamenda Congress Hall, who clearly resonated with her genuine outcry. Unlike the carefully worded reassurances often heard at such meetings, Minister Lyonga spoke with unmistakable urgency and sincerity. She cautioned her peers against making grand statements and promises that consistently fall short of delivery. "Let us not make promises which we can't fulfil. That is going to give us a very bad image," she warned. "Let's not make some highfalutin points and it turns out that we can't do them. Say only what you can do, and do it." Her words drew endless rounds of applause from the over 2,000 participants present, a mix of local leaders, development partners, and concerned citizens, and momentarily shifted the tone of the gathering from bureaucratic to personal. In a city where road degradation has become symbolic of years of neglect and broken trust,



her intervention was seen as a bold and much-needed voice from within the government. Prime Minister Chief Dr Joseph Dion Ngute, who chaired the meeting, responded to the growing concerns by reassuring the population that the long-awaited rehabilitation works on Bamenda's roads will soon commence. The Prime Minister acknowledged that the execution of road projects had suffered serious delays,

largely due to compensation disputes. According to him, initial compensation figures were estimated at 600 million FCFA, but suddenly rose to six billion FCFA, significantly stalling progress. However, he maintained that the matter had been resolved and that work would resume shortly, rain or shine. "Not even the rain will stop the construction works from being carried out," the Prime Minister stated. He

added that the project, once completed, will significantly improve mobility and transform the face of Bamenda, restoring it to its former pride. Despite his assurances, many residents remain skeptical, citing years of repeated promises with little or no action. The roads in Bamenda, particularly the stretch from Ngeng Junction through Sonac Street to the City Chemist Roundabout, have become virtually impassable. Other

parts of the city, such as Nkwen and Mankon, are also plagued with potholes, mudslides, and drainage issues that make transportation and commerce increasingly difficult. The PPRD NW/SW Steering Committee Chair, Minister Paul Tasong, presented a detailed activity report on the reconstruction plan as of June 30, 2025. According to his statement, the plan has recorded significant milestones in infrastructure and community development. Among the achievements he cited were the rehabilitation of over 71 schools, the restoration of 14 health centres, the construction of 14 water points, 14 markets, and six bridges, along with entrepreneurship support to more than 200 youth through startup funding. In terms of major road infrastructure, Minister Tasong pointed to the Bamenda-Babadjou road project, which has already consumed over 80 billion FCFA, and noted that the Bamenda Urban-Crossing and other related projects are projected to surpass 60 billion FCFA upon completion. However, residents and local observers argue that

while progress has been made in some areas, the city's road network remains in a state of despair, contributing to rising transportation costs, slowing down trade, and disrupting daily life. Many have grown weary of the endless pledges made by public officials and are calling for visible, sustainable progress, not just statistics and reports.

HAVE YOUR SAY

WHAT I ORDERED VS WHAT I GOT

Cameroonians & rising disappointing tailor trends

A new fashion trend in Cameroon has left many customers frustrated as tailors struggle to match expectations with reality, sparking online debates and humorous comparisons.

By **Brigette BATE**

In recent years, social media has popularized a growing trend in Cameroon where customers bring inspiration photos to tailors, hoping to recreate stylish outfits. However, the results often fall short, leading to viral posts under tags like What I Ordered Vs What I Got. This trend highlights a gap between customer expectations and tailor execution, creating both amusement and disappointment. Many customers share pictures of elegant designs from magazines, celebrities,

or online fashion pages, expecting tailors to deliver identical results. But due to differences in fabric quality, skill level, and interpretation, the final products sometimes look drastically different and funny. Some outfits end up too tight, poorly fitted, or completely different from the original design. Social media has amplified these experiences, with users posting side-by-side comparisons of their dream outfits and the reality. While some laugh it off, others express frustration over wasted time and money "it once happened to me reason why I stopped sewing fabric"

and when I do it, I end up retouching it," Manogi Pauline says. Tailors, on the other hand, argue that not all designs can be perfectly replicated, especially with some clients' demands complicated styles, styles that are not complete but they want us to complete and later on complain and unclear instructions. Despite the challenges, this trend has also pushed some tailors to improve their skills. A few have embraced the trend by showcasing their ability to meet customer demands accurately, gaining more business in the process. Meanwhile, customers are learning



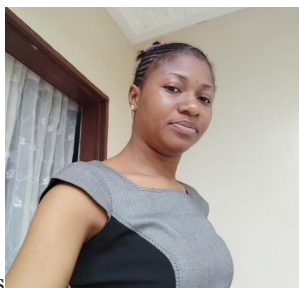
to provide clearer instructions and choose tailors carefully. The phenomenon reflects a broader issue in Cameroon's fashion industry, where demand for trendy, custom-made

clothing is rising, but quality control remains inconsistent. As the trend continues, both tailors and customers are adapting, hoping for better results in the future.

Sylvie NKENGUE - tailor

"The online trend of shaming our work hurts"

I have been a tailor for years, and while I understand customers' frustrations, this online trend of shaming our work hurts. True, sometimes mistakes happen because we are human, not machines. Normally when a dress does not fit right, clients simply bring it back for adjustments. That is how our business has always worked. But now, instead of coming to us first, people rush to post photos online for laughs. They do not show the final fixed version, just the first try. I take pride in my work and always make things right, but some content creators make it seem like we are all incompetent. The truth is more complicated. Sometimes the fabric isn't available. Sometimes clients bring blurry photos or keep changing their minds. We do our best with what we are given. At times customers are reasons for their dresses not fit, they do not know their body structure.



Harry EMY

"It's amazing how shared struggles can turn frustration into laughter and a sense of community"

"It was frustrating. When I see online trends of people sharing similar experiences with what I ordered Vs What I got, it's relief. I feel like I'm not the only one and it now sounds funny. It's amazing how shared struggles can turn frustration into laughter and a sense of community. I also know how frustrated some tailors might see that but it's Cameroon and when content creators find where they can make people laugh and more engaging. They cling to it forgetting the impact on the owners. It is funny how silly things make people laugh to the extent that it becomes trending."



ADAMAWA

Deadly floods hit Ngaoundere, claim Lives, destroy properties

The disaster followed days of heavy rainfall that caused a nearby lake to overflow, sending torrents of water into residential areas.

By **Brigette BATE**

A devastating flood swept through the Béka-Hossere neighborhood in Ngaoundere in the Vina Division of the Adamawa Region last week, killing four people and destroying homes, roads, and other infrastructure. Authorities say rapid urban expansion into flood-prone zones worsened the impact. Valeri Norbert Kuela, the Senior Divisional Officer for Vina Division, confirmed that many houses were built in low-lying, swampy areas despite repeated warnings. «When people construct in high-risk locations, tragedies like this become inevitable,» he

said. Rescue teams worked to assist stranded residents as floodwaters receded. Local residents expressed frustration over unchecked construction along waterways and unstable hillsides. «Every year, floods destroy homes, yet new buildings keep appearing in the same dangerous spots,» said one affected homeowner. Government campaigns to enforce safer urban planning have struggled to keep pace with the city's growth. Northern Cameroon has faced recurring floods in recent years, often with deadly consequences. A similar disaster in the Far North Region last September killed seven people and left thousands homeless, according to some reports.

As recovery efforts continue, officials urge residents to avoid rebuilding in vulnerable areas. While some blame the inhabitants, others call it a repeatable event which the government needs to implement strategies to avoid such again. However, with housing demand rising, the challenge of balancing development and safety remains unresolved. Internal party democracy and transparency within the CPDM.

