



ISHKAMA GLOBAL CHANGE

Issue: August 2025

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Heal your Mind, Body & Soul



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Prof. Dr. Amb. Abhnash K Bains
CEO and Founder -
IGC/ Ishkama Ltd

In every corner of the world, there are voices waiting to be heard—when we listen, we lead.” – Unknown

As we turn the page into August, our hearts are full of gratitude and joy. The

resounding success of the IGC Global Business Convention 2025 in Trinidad and Tobago has left us overwhelmed—in the best way possible—with love, support, and powerful engagement from across continents.

From Africa to Asia, Europe to the Americas, the response has been nothing short of phenomenal. Your enthusiasm, participation, and belief in our mission for global positive change have reaffirmed the power of unity and purpose.

We would like to express our heartfelt appreciation to the people of Trinidad and Tobago for their warm welcome and generous spirit. Your hospitality and enthusiasm played a vital role in making the IGC Convention not only successful, but truly memorable. The scale of collaboration—from local leaders to international delegates—was inspiring and reaffirmed our



shared commitment to global progress.

We also extend our heartfelt thanks to the entire IGC community, our visionary Advisory Board, dedicated IGC Chairs, tireless volunteers, and the incredible IGC Team. You made this convention not just possible—but unforgettable.

This month also witnessed other significant global milestones, including the UN Youth Climate Summit and the International Day of the World's Indigenous Peoples—both echoing the values we hold dear: inclusion, sustainability, and empowerment.

Another positive news for us at IGC headquarters is that our IGC Youth Chair Amb. Ikenna Ezenwa is holding his first conference under his organisation Young African Leaders for Global Impact in Nigeria.

From the Founder's Desk

The goal is to empower Africa' changemakers who will champion community projects and contribute to achieving Sustainable development in their communities.



Young African Leaders Conference (YALCON) 2025 is a Pan-African conference designed to empower young African leaders with the skills, knowledge, and networks necessary to drive positive change and contribute to the continent's development. It isn't a usual conference. It's a launchpad – where young changemakers from underserved African communities will:

- Get access to mentorship, training, and empowerment
- Build solutions anchored on the Sustainable Development Goals
- Move from ideas to action – with real support every step of the way.

Let's support and encourage the youth as our motto "Promoting Unity " can create a positive outcome for all.

Amb. Ikenna will also be launching the book of Prosperity at the conference as it received favourable response at its launch in Trinidad and Tobago.

As we continue to grow, we invite you to walk this journey with us. If you're passionate about creating a better world and believe in the strength of collaboration—join us at IGC!

Would you like to write an article for IGC Magazine or to be interviewed in Ishkama Radio? Share your story, your vision, or your expertise—we'd love to hear from you.

And as always, your feedback fuels our evolution. Let us know what resonated with you, what you'd love to see next, and how we can serve you better.

Letter from the Chief Editor

As we step into a month filled with festivities and joyful gatherings, we extend our warmest wishes to all our readers. May this season bring you cherished moments with your family and friends.

We are excited to present yet another compelling edition of the **IGC Magazine**, featuring thought-provoking stories and impactful voices from around the world. This month's issue delves into topics that we hope will not only spark reflection but also inspire strength in the face of adversity.

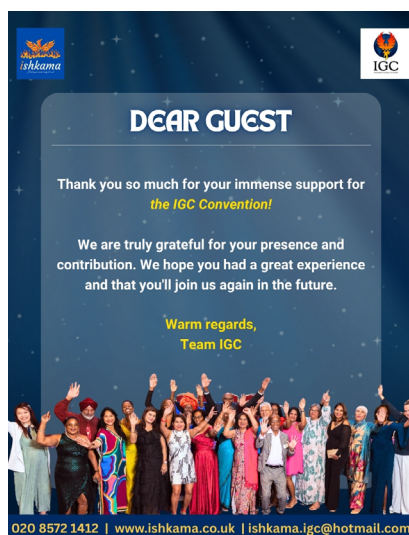
One of the standout features is a deeply moving article on **women empowerment**, written by **Ali Asghar Wazir**. His heartfelt narrative captures the resilience of thousands of women and girls whose lives have been shaped by conflict, terrorism, and systemic neglect. What makes this piece even more powerful is that it comes from a man—an ally—who writes with genuine empathy and insight. As a social activist and humanitarian, I found myself reflecting on how much more needs to be done, and how unprepared we often are to support those affected. This isn't the failure of one nation—it's a global issue that demands collective responsibility.

Another critical topic in this issue is **human trafficking**, brought to light by **Dr. Nicola Garrington**, whose tireless work and achievements in this field are truly commendable.

We also invite you to relive the vibrant moments from the **IGC Convention held in Trinidad and Tobago**, captured beautifully in this issue. And with great excitement, we announce that our **next IGC Convention will be held in India**.

We call upon all IGC Chairs from across Asia to come together and help us make this a landmark event.

We, the team of IGC would like to thank each and every guest who made the convention a grand success.



Finally, we are delighted to announce our **book launch at the House of Lords this October**. All IGC Chairs from the UK and around the world are warmly invited to attend. Kindly confirm your attendance by texting **Dr. Minakshi Koch at 07440191633 to book your place**.

There are 4 Speaker slots available for anyone who would like to share their success stories, business idea or upcoming event details.

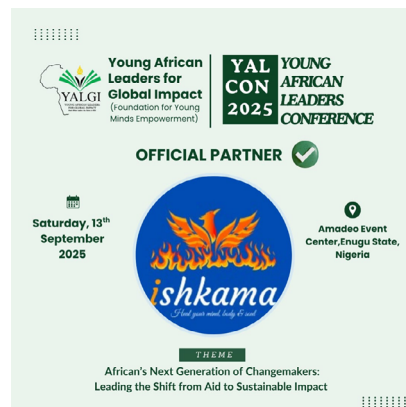
We are very proud of our IGC Youth Chairs who are making a huge difference in their communities and becoming a role model for other youth.



Dr. Amb Minakshi Koch
Vice CEO, IGC



Our best wishes to IGC Youth Chair Amb. Ikenna Ezenwa for holding his first conference under his organisation Young African Leaders for Global Impact in Nigeria.



Thank you for your continued support, and we hope this issue leaves you informed, inspired, and empowered.

IGC supports Young African Leaders Conference YALCON



The poster for the Young African Leaders Conference (YALCON) 2025 features a central image of a young man in a striped shirt. The text on the poster includes the YALGI logo, the conference title 'YOUNG AFRICAN LEADERS CONFERENCE YALCON 2025', the theme 'Africa's Next Generation of Change-makers: Leading the Shift from Aid to Sustainable Impact', the date 'Sat. 13th September 2025', the location 'Amadeo Event Center, behind Oakland Hotel Ebeano Tunnel, Enugu State Nigeria', a registration link, and the name of the convener, 'Amb. Ikenna Ezenwa'.

IGC is proud to support the Young African Leaders Conference (YALCON) 2025. It is a Pan-African conference designed to empower young African leaders with the skills, knowledge, and networks necessary to drive positive change and contribute to the continent's development. It isn't a usual conference. It's a launchpad — where young changemakers from underserved African communities will:

- Get access to mentorship, training, and empowerment
- Build solutions anchored on the Sustainable Development Goals
- Move from ideas to action — with real support every step of the way.

YALCON 2025 is a one-day conference which will be held on Saturday, September 13th, 2025, at Enugu State, Nigeria. Arrivals for foreign delegates and delegates outside Enugu State will be on the 12th.

YALCON 2025 aims to:

- Empower young Africans to take ownership of their futures and drive positive change
- Foster collaboration and innovation among young African

- leaders
- Promote sustainable development practices and encourage young Africans to adopt environmentally conscious and socially responsible behaviors
- Provide a platform for young Africans to share their ideas, experiences, and innovations
- Develop the leadership and entrepreneurial skills of young Africans

IGC is also promoting other IGC Chairs from the continent such as Ibraheem Abdul-Rasaq who is empowering lives by providing access to digital skills, especially underserved communities. He is building opportunities to help students, entrepreneurs, and the community to embrace technology, gain knowledge, and create a better future through innovation, creativity and shared growth at his hub- called D'Titi Innovation hub.

Another IGC Chair who is having a driving impact on the youths is Ugboh Joshua Ujah, through his mobile app Arete planet which connects demand to supply, creating opportunities and bridging gaps in business and services. Making access seamless, they empower young people with employment, visibility, skills, and income streams. They also support by helping refine ideas, craft strategies, and amplify youth-focused engagement. They provide medical and education support to care for widows and orphans.



These are orphans and street kids in the slums in Kisumu Kenya. They teach them how to be self-sufficient by teaching them some arts and crafts.

They are officially launching the Arete planet app on the 20th of September 2025, which will help the youths in this region.

IGC is also supporting FESTAC AFRICA in Ghana in September from 21st - 27th in Accra, Ghana.

The expert voice: Why great media sellers never sell combs to the bald



VIKAS SACHDEVA |
EXECUTIVE VICE PRESIDENT
& BUSINESS HEAD- ZEE
ENTERTAINMENT ENTERPRISES
LTD | MEDIA SALES, PODCASTS,
LEADERSHIP & PERSONAL
BRANDING

We're living in a world where attention is the most valuable currency. With fragmented media, shorter consumer attention spans and a digital ecosystem flooded with content, building trust has become the biggest challenge and the greatest opportunity for anyone in media sales and advertising.

But here's the truth I've learned after 21+ years in this space: the best media professionals don't try to sell a comb to someone who's bald. They don't pitch products,

they provide purpose-driven solutions.

As media sellers, our job has shifted from simply selling ad space to becoming true consultants. We're not order-takers. We're problem-solvers. That shift begins with a deep understanding of your client's brand story, challenges, audience and growth ambitions.

Yet in the race to meet targets, many forget the core principle: people don't buy plans, they buy people.

Your personal brand is your real business card.

In my career, from radio and television to OTT and influencer marketing I've seen that clients respond most to authenticity. They trust people who communicate with clarity, who truly listen and who speak with insight, not just data. That's where personal branding becomes not just useful, but essential.

Whether you're an individual consultant or leading a sales team in a large network, your personal brand must reflect three things: credibility, consistency and connection.

- Credibility comes from your experience, yes but also from how well you translate that experience into value for your

clients.

- Consistency means showing up with the same values across every touchpoint. LinkedIn posts, meetings, podcasts, even emails.
- Connection is what makes people say "yes" to you before you've even presented the proposal.

Too often, content in this space becomes robotic filled with buzzwords, charts and jargon. But business decisions are still made by humans and humans respond to stories. You don't have to be loud, you have to be real. Clients remember how you made them feel, not how many slides you showed.

So, what does effective media selling look like today?

- It's consultative, not transactional.
- It's story-led, not data-drowned.
- And it's aligned, not generic.

This is the era of values-based sales. When clients choose a partner, they aren't just choosing a platform, they're choosing your perspective, your problem-solving ability and your personal integrity.

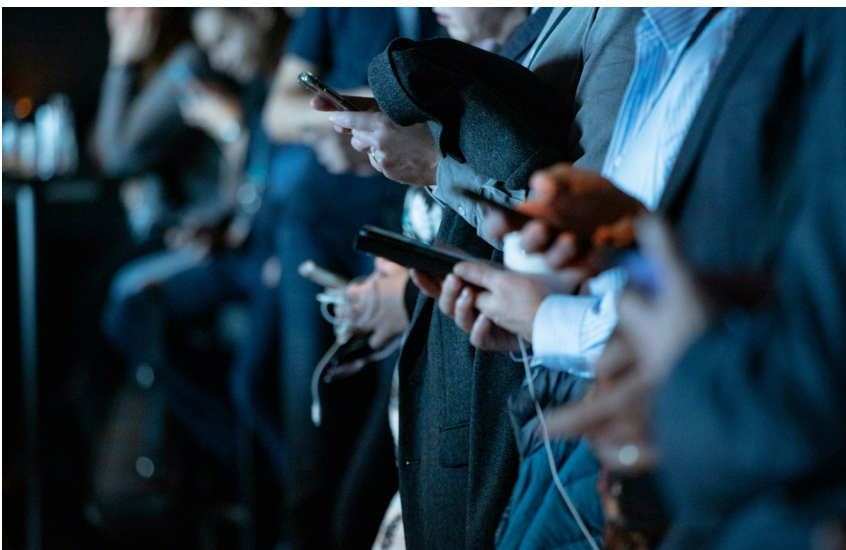
And here's where I bring it all together: through personal branding, podcast storytelling, and thought leadership development, I help my teammates position themselves more powerfully.

Because ultimately, people want to work with those who get them. Who speak their language. Who don't waste time offering combs to the bald but instead, offer real solutions for real needs.

You already have the experience. Let's make sure the world sees it, hears it and trusts it.

My LinkedIn profile:

- https://www.linkedin.com/in/vikassachdeva1?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app
- Vikassachdeva1@gmail.com



The slow unpeeling: The map I wish I'd had when I left corporate life



IZABELA PLUCINSKA

badge of being “always on” — felt unbearable. That was the moment everything changed.

For nearly seven years, my world had been calendars, client calls, and deadlines that stretched my days from 9:00 AM to 2:00 AM the next day. I told myself it was

If you're standing at the edge of leaving a steady job and don't have a map, this is the guidance I wish someone had given me...

On a November morning in 2022, I woke up and couldn't stop shaking. For four days, I stayed in bed, and the life I'd been building — long hours, constant availability, the

temporary. By the time I earned my ACCA qualification and settled into the Big Four rhythm, exhaustion felt part of the job description.

Leaving wasn't immediate. It was a slow unpeeling: a decision made in private and sealed with fear. By December 2023, I handed in my notice. And then the easy part — the exit — was over. What came next was messy and human.

I spent 2024 learning how to make choices that hadn't been assigned to me. Traveling to places like Tenerife, the Philippines, Bali, and Oman taught me how to decide for myself. Going to Bali alone pushed me out of my comfort zone, and the strangers I met there became a temporary family, showing me the power of connection and vulnerability. That confidence carried me forward — after a year of exploring and growing, I made a bold move to France without speaking fluent French. Navigating bureaucracy and grocery shopping in a new language became its own kind of education in humility and resilience.

In January 2025, I launched my business. The launch didn't answer the unasked questions. There was no manager assigning urgency, no team calendar dictating my day, and the polished persona I wore in meetings felt performative off-stage. The practical bits — invoices, contracts, and pricing — required attention. The harder work was quieter: unlearning that my value is measured in hours, accepting that clarity arrives through motion, and letting go of needing to prove myself before I belong.

What's working is less dramatic than I expected. Owning my time has helped me protect my energy. I've learned to say “no” in ways that feel like survival rather than selfishness. Conversations that begin with curiosity, not transaction, have become the relationships that sustain me. Showing up as myself — imperfect and human — has become a surprising business advantage.

There are real costs. I miss the predictability of a paycheck and the rhythm of a team. I still compare my progress to others who seem further along. But the trade-off — autonomy, alignment with my values, a life that feels authored by me — has been worth the uncertainty.

I began this journey with only 25% of the answers, and every day I get closer to 100%. Today, I help senior leaders navigate career transitions—whether they choose to stay in or leave corporate life. If my missteps, practical takeaways, and small wins can make that journey easier for someone else, then telling this story has been more than worth it.



Start with what you have: The entrepreneur's true asset is determination



OBAFEMI RICHARD JEGEDE

In today's fast-moving world of business, entrepreneurship is often portrayed as something reserved for people with deep pockets, elite networks, or advanced business degrees. But the truth is you don't need everything to start, you need to start with what you have. And most importantly, you need determination.

Many aspiring entrepreneurs hesitate to take the first step, waiting for the perfect conditions, more money, more time, more support. But if we're honest, perfect conditions rarely exist. What separates those who succeed from those who don't isn't what they started with, it's that they started anyway.

The Power of Starting Small

Every great business started as an idea, usually with little to no funding. What made the difference was action. Whether it's a product, a service, or a skill, the resources you already have can open doors if you're willing to take the first step.

You don't need a fancy office to solve a problem. You don't need a big team to build a brand. In today's digital age, a phone, a laptop, or an internet connection can serve as a launchpad. But even these tools are useless without a determined mindset.

Determination Over Resources

Determination is the true game changer. It's what keeps you

going when progress is slow, when sales don't come, or when people doubt your vision. It turns setbacks into lessons and delays into strategies. Determination is not just motivation, it's daily commitment.

Successful entrepreneurs aren't always the most talented or well connected. They are the most committed. They keep showing up, learning, adjusting, and pushing forward. That mindset is worth more than money in the long run.

You Already Have Enough to Begin

Look around you, what skills do you have? What problem can you solve? What connections, no matter how small, can you leverage? These are your starting blocks. Don't underestimate what you already have. Start small, stay consistent, and allow growth to meet you on the journey.

In fact, starting with limited resources often builds stronger entrepreneurs. It forces creativity. It sharpens focus. It teaches you how to maximize impact with minimal waste, something even large businesses struggle with.

Final Thoughts

The entrepreneurial path isn't always easy, but it's always worth it. If you wait for perfect, you may never begin. But if you begin with what you have and move with determination, you'll create momentum, and that's what builds lasting success.

Entrepreneurship is not about having it all. It's about doing all you can with what you have. Start where you are. Use what's in your hands. And fuel everything you do with determination.

Your dream doesn't need a perfect start, it just needs a start.— Obafemi Richard Jegede



The silent strength: Women of lower Waziristan



ALI ASGHAR WAZIR

their resilience is nothing short of extraordinary. For over a decade and a half, Lower Waziristan has been the epicenter of military operations aimed at dismantling terrorism. While these efforts were necessary for national security, they have also left deep scars on the region's social and educational fabric. Entire villages were displaced. Lives were uprooted. And in the process, **schools — especially those for girls — were destroyed or shut down.** Education, a basic human right, became a dangerous dream. Armed groups openly declared female education as “un-Islamic,” bombing school buildings and threatening teachers. Many families were forced to choose between their daughters' safety and their future. As a result, the literacy rate among women in Lower Waziristan remains one of the lowest in the country.

In some areas, not a single girls' high school exists. In my village alone, **more than 5,700 girls are out of school,** not because they lack ambition, but because they lack access. With roads damaged, security uncertain, and school buildings reduced to rubble, these young girls are left with no choice but to

Hidden behind the rugged hills and tribal traditions of Pakistan's Lower Waziristan lies a silent struggle — one that has endured for over 15 years. It is the story of thousands of women and girls whose lives have been shaped by conflict, terrorism, and neglect. Their voices are rarely heard, yet

stay home — their dreams confined to the four walls of their houses. But the challenges extend beyond education. The years of conflict have led to a complete breakdown in basic services. Healthcare, especially for women, is almost non-existent. Most women give birth at home without medical assistance, and female doctors are nearly impossible to be found in the region. This has contributed to high maternal mortality rates and poor health outcomes. Access to information and opportunities is another barrier. In a digital age, **most households in Lower Waziristan still lack internet, electricity, or even mobile connectivity.** Economic independence for women is rare, and traditional gender roles, reinforced by years

of isolation, continue to limit progress. Yet, in the face of all this adversity, the women of Lower Waziristan remain strong. They are mothers, sisters, daughters, and caretakers. They raise children while coping with trauma, manage homes without support, and still hold on to hope. Their strength lies not in visibility, but in endurance. It is time their struggles — and their strength — are acknowledged. Change will not come overnight, but it must begin with **investment in girls' education.** We need to rebuild schools, train female teachers, and ensure safe learning environments. We need health centers staffed with women professionals. And most importantly, we need to shift mindsets — through community dialogue, awareness programs, and support from religious and tribal leaders. These women don't want sympathy. They want **opportunity.** They want to learn, to work, and to raise the next generation in peace. Their empowerment is not just a moral obligation — it's the key to sustainable development in the region. To the world, Lower Waziristan may appear remote. But to the women who live there, it is home — a place they dream of rebuilding, not just with bricks, but with **education, dignity, and hope.**



Dr Nicola's contribution at the Ishkama Global Change Convention – Port of Spain, Trinidad (17–20 July 2025)



DR. NICOLA GARRINGTON

From 17th to 20th July 2025, Dr Nicola, Director of Education for Stop Trafficking Worldwide CIC, participated in the Ishkama Global Change (IGC) Convention, held in Port of Spain, Trinidad, in the Caribbean. This international event convened global advocates, educators, policymakers, and change-makers dedicated to addressing urgent social and humanitarian issues through collective action.

Representing Stop Trafficking Worldwide CIC, Dr Nicola delivered a powerful presentation on the subject of modern slavery, focusing particularly on organ trafficking, the exploitation of girls, and the broader societal consequences of these crimes. Her speech highlighted the hidden and systemic nature of trafficking networks and the urgent need for widespread education and preventative strategies.

Dr Nicola emphasised that modern slavery is not an isolated issue but a structural one, affecting families, communities, and public systems across nations. She advocated for increased public awareness, early intervention, and tailored youth engagement strategies that empower young people to identify and respond to signs of exploitation.

As part of her vision for wider outreach, Dr Nicola shared her intention to produce short-form educational videos, each under two minutes in length, designed specifically for social media platforms. These videos, which she plans to release in multiple languages, will serve as accessible tools to reach youth globally—particularly those in vulnerable or high-risk environments. The initiative is rooted in her belief that youth-led awareness through digital media can play a transformative role in prevention.

In addition, she introduced her broader goal of developing a free, multilingual global education platform, which would offer open-access resources for students, parents, teachers, and frontline workers. This platform aims to remove linguistic and financial barriers, making critical knowledge on human trafficking available to all, regardless of background or location.

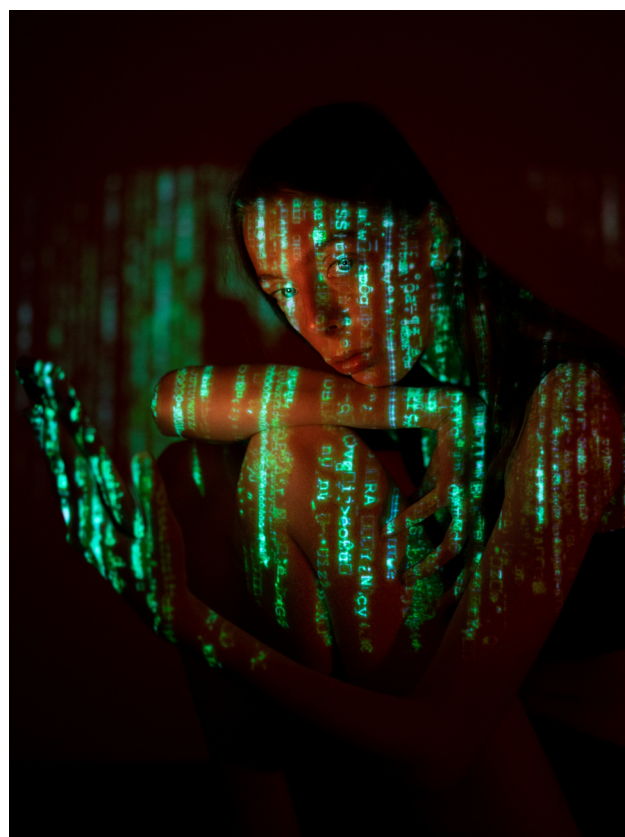
Dr Nicola also expressed a keen interest in collaborating with UK-based youth organisations such as St John Ambulance and the Air Cadet Programme, proposing that anti-trafficking education be embedded within

youth leadership, wellbeing, and personal development programmes. These partnerships, she argued, are essential for fostering resilience and proactive awareness among the next generation.

Her contribution at the IGC Convention underscored the importance of forward-thinking, youth-focused, and globally inclusive strategies in the fight against human trafficking. Dr Nicola's commitment reflects a powerful blend of educational ambition, social responsibility, and a deep understanding of the challenges faced by young people today.

Written by
Nila Bala
Coordinator
Stop Trafficking Worldwide CIC Team

With contributions from
Dr Nicola
Director of Education
Stop Trafficking Worldwide CIC



Healing through heritage: Lennox Joseph's grassroots vision for Africa



LENNOX JOSEPH

Her work bridges wellness, culture, and sustainability to empower underserved populations.

Since 2016, Lennox and her husband have lived and worked across Africa, travelling overland from Morocco to Mauritania, Senegal, The Gambia, and now Nigeria. Their grassroots journey has taken them deep into rural communities where they have listened, learned, and worked closely with elders, traditional healers, women, and youth. At the heart of their mission is a simple but powerful belief: food is medicine.

From reviving traditional food practices to promoting herbal healing, Lennox champions the idea that local knowledge and resources, when honoured, can create sustainable health solutions. She encourages people to use their own produce and ancestral wisdom to nourish themselves. Food is medicine. Culture is therapy.

One of The H.E.L.P Team's most urgent initiatives is its clean water campaign, aimed at providing access to safe drinking water for underserved communities in Nigeria. At a time when water insecurity continues to affect health and livelihoods, Lennox's team is mobilising resources, partnerships, and local leadership to ensure communities can thrive.

Another key initiative focuses on the restoration of sacred sites as cultural heritage landmarks. These spaces are not only

Lennox Joseph is a humanitarian visionary whose life work is rooted in healing, of people, cultures, and communities. As the Founder of The H.E.L.P Team (Healing Every Living Person), a UK-based nonprofit organization, she has been at the forefront of African heritage and development initiatives.

spiritual and historical but, they also serve as tools for education, tourism, climate resilience, and intergenerational healing. When communities preserve and honour these sacred places, they restore pride, strengthen identity, and open pathways for sustainable human capital development.

Working closely with traditional leaders and local artisans, Lennox is championing a model that integrates conservation, cultural education, and youth empowerment. This includes training young people in indigenous knowledge systems, natural building methods, and storytelling. These approaches help protect intangible heritage while creating economic opportunity.

The H.E.L.P Team also uses natural building materials, plants medicinal gardens, and creates experiences that reconnect

people with ancestral wisdom. These initiatives support women's wellbeing, strengthen youth resilience, and foster enterprise rooted in cultural pride.

Aligned with their advocacy goals, Lennox and The H.E.L.P Team are engaging with Nigeria's Ministry of Arts, Culture, Tourism and Creative Economy. Together, they are pushing for culture to be recognised as a core pillar in the United Nations Sustainable Development Goals. Their advocacy emphasises the essential role of heritage in education, mental health, climate adaptation, and inclusive growth.

Culture and heritage hold the keys to healing. By honouring the past, communities can unlock a future rooted in strength, sustainability, and self-worth.

Lennox welcomes collaboration with creatives, philanthropists, government partners, and ethical investors who share a passion for grassroots empowerment, cultural preservation, and sustainable development.

To learn more or explore partnership opportunities, connect with Lennox Joseph, Founder, The H.E.L.P Team, on LinkedIn or email thehelpteamgb@gmail.com.



Jamaica Cannabis investment



SHAUN SMITH

Pharmacan Biotechnology Solutions Ltd., through its subsidiary Pharmacan Business Consultancy Services, is developing a compliant medical cannabis cultivation and export operation in Jamaica — historically recognized as a key cannabis-growing region.

The company has relationships with pharmaceutical healthcare professionals in Europe, particularly in Germany and Portugal, that are aligned with certified importers and distributors. These partners possess the required licensing for medical cannabis importation, manufacturing, distribution, and retail sales, primarily to pharmacies across Germany.

Germany represents Europe's most mature and regulated medicinal cannabis market, with over 18,000 pharmacies and a projected demand of more than 100 tonnes of medical cannabis in 2025. The German market, which classified cannabis as a non-narcotic as of April 2024 under the new Cannabis Act (CanG), is forecasted to reach €2 billion in annual medical cannabis sales by 2025. Pharmacan's partners already provide outreach, distribution, customs clearance, and marketing to licensed German pharmacies.



This business seeks to raise USD \$150,000 in startup funding. The investment will cover a GACP- GMP compliant medical cannabis cultivation facility category 3 hurricane-proof greenhouse infrastructure in St. Ann, Jamaica, a region historically associated with cannabis production. The financial model projects three cultivation cycles per year, each offering approximately 30% ROI, equating to an annual return of 90% over four years.

The company is committed to delivering high-quality, research-informed cannabis products to the European healthcare sector, leveraging regulatory compliance, established distribution channels, and certified professional expertise.

This investment offers a unique opportunity to enter the regulated and expanding European medical cannabis market via a Jamaican-grown, scientifically supported, and export-ready cannabis product. Pharmacan Biotechnology Solutions Ltd., through its subsidiary Pharmacan Business Consultancy Services, is focused on cultivating GACP (Good Agricultural and Collection Practices)- GMP (Good Manufacturing Practices)-certified medical cannabis in Jamaica for export to European pharmaceutical, clinical, and nutraceutical markets. The company intends to cultivate high-quality cannabis products to established foreign importers and distributors, particularly in Germany and Portugal, where it maintains existing partnerships.

Pharmacan's mission is to establish Jamaica's GACP/GMP-certified medical cannabis export industry, enabling the country to participate in the growing global medicinal cannabis trade. The company aims to position Jamaican cannabis as a trusted, science-backed product in regulated healthcare markets, starting with Germany, the largest medicinal cannabis market in Europe.

The long-term vision is to become a leading exporter of high-quality, pharmacologically validated Jamaican cannabis, contributing to patient care, scientific innovation, and regulatory compliance across international borders.

Pharmacan seeks to drive Jamaican representation in the legal, medicinal cannabis supply chain, ensuring that the country gains from its indigenous strains and agricultural expertise.

Pharmacan is grounded in the following core values:

Scientific Integrity: Rooted in pharmacological science, the company prioritizes research-based practices, with a focus on breeding and cultivating ratioed strains designed for specific medical applications.

Compliance and Safety: Pharmacan operates under a compliance-driven model, with expertise in GACP, GMP, EU GMP, and FDA PCQI (Preventive Controls Qualified Individual) standards.

Jamaican Heritage and Innovation: By leveraging Jamaica's historic cannabis cultivation knowledge and unique landrace strains, the company integrates traditional expertise with modern agricultural science.

Healthcare Impact: The company is committed to producing cannabis products that contribute meaningfully to human health, with a focus on quality, consistency, and therapeutic efficacy.

A humble journey of a southern young man. Where a crown was waiting



SANDUN HARSHANA LIYANAGE
MR. WORLD NOBLE KING
AMBASSADOR 2023 - PHILIPPINES
INTERNATIONAL MODEL | ACTOR |
MR. SRI LANKA 2022

From the southern coast of Sri Lanka to the global stage, my journey has been one with purpose, perseverance, and humble beginnings. As a young student of the All Saints' College in Galle, I was guided and encouraged to build character and humility under the teachings of great masters. Then from there, I walked the pathways of Richmond College, where I got my wings to fly high with confidence and grace. I always believed in the value of our roots, and where we come from shapes who we become. But it is the courage to chase a dream that writes our legacy.

Humble Beginnings Bold Aspirations

My story didn't start with flashing cameras or walking on runways. It began with a deep inner voice and a dream that persistent to ignore. I've always believed that success isn't just about titles—it's about transformation. The moment when I was crowned with the title Mr. Sri Lanka 2022 at the elegant California Grill at Galadari Hotel in Colombo, it wasn't just a personal victory. It was a moment that honored my beautiful homeland, Sri Lanka. Also, where I was nurtured and brought up to love, honor and respect the ones who held my hand and lifted me up to face the challenges in my life.

Soon after, I had this very rare, once in a lifetime opportunity to represent my country at the Mr. World Noble

King Pageant in the Philippines, where I was honored with the prestigious title "Ambassador", it was not only a moment of international recognition, but a deeply enriching experience where I got to appreciate the warmth of the Filipino people and the beauty of Philippine culture. A memory I will carry with me forever.

Gratitude to Our Sponsors

No journey is traveled alone. I am deeply honored and thankful to those who believed in my potential and supported my vision. Their contributions made my dream not only possible but stirred into a reality. First and foremost, I must thank my dearest wife for believing in my dreams and supporting me throughout this journey. Along came the sponsorships which I couldn't have done without. My heartfelt thanks to Ramani Fernando Salons, LOVI Ceylon, On Look Clothing Store, NB by Namal Balachandra and Sunrise International Montessori School - Burnsville, Minnesota, USA (Airline Ticket Sponsor)

My utmost gratitude to each and everyone of you. Thank you for believing in me. I greatly value your generosity and support.

What Fuels Me

What motivates me is more than recognition—it's impact. I want every young Sri Lankan with a dream to know that we belong on global platforms. That with the right mindset, preparation, and resilience, we can not only participate—we can lead.

Mission & Vision

My Mission is to constantly evolve as a professional, to pursue excellence with humility, and to bring pride to my country through my craft. I aim to break barriers and represent Sri Lanka in fashion, film, and performance at the highest level.

My Vision is bold

To see my name and image synonymous

with quality, class, and global relevance. I envision myself becoming the face of world-renowned brands, starring in international campaigns, and leaving a legacy in both the entertainment and modeling industries that inspires generations to come.

The Bigger Picture: Scope of This Profession

Modeling and acting are no longer limited to catwalks or movie sets—they are platforms of expression, storytelling, and influence. In today's world, models are entrepreneurs, changemakers, media personalities, and role models.

For those committed to learning, growing, and leading with authenticity, this industry holds endless opportunities — from global campaigns and film roles to social impact projects and personal brand empires.

Connect with Sandun

I welcome collaborations, conversations, and creative journeys. If my story resonates with you, I'd love to connect.

Phone: (+94) 77 441 4740

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Follow my journey, and let's create something meaningful together.



Hope in every breath: Stronger together against lung cancer



"Alone we can do so little; together we can do so much." These powerful words by Helen Keller feel especially true on World Lung Cancer Day, observed every year on August 1st. This day isn't just about medical facts or figures—it's about people. It's about families holding each other close in hospitals, communities rallying behind loved ones, and strangers showing kindness to those fighting an invisible battle. This year's theme, "Stronger Together: United for Lung Cancer Awareness," reminds us that when we stand as one, we bring light to even the darkest times.

Lung cancer remains one of the most common and deadliest cancers worldwide. While smoking is often linked to it, other factors like pollution, genetics, and harmful chemical exposure can also cause the disease. Yet, despite its seriousness, lung cancer still carries a stigma that silences conversations. Many hesitate to seek help early, often out of fear or judgment. Breaking this silence is one of the first steps toward saving lives.

The biggest challenge is that lung cancer is often detected late. Symptoms like a persistent cough, chest pain, or breathlessness are easily brushed aside. Raising awareness about these early signs, encouraging regular checkups, and promoting screenings can make all the difference. Early detection gives people a stronger chance to fight and win.

But awareness isn't just about prevention—it's about support and compassion. A lung cancer diagnosis doesn't affect only the patient; it impacts families, friends, and caregivers. Emotional support is as important as medical treatment. A kind word, a helping hand, or simply being present can ease the

heavy burden for those going through this battle.

The theme "Stronger Together" highlights that this fight needs all of us. Doctors, researchers, patients, caregivers, and communities play vital roles in spreading awareness, funding research, and pushing for better treatments. But just as importantly, it's about building networks of kindness, hope, and strength for those who need it most.

Every survivor's story is proof of courage. Every life lost reminds us why this fight matters. And every person standing up for awareness fuels a future where lung cancer is no longer a silent killer. Together, we can change the narrative—turning fear into action, loneliness into support, and despair into hope.

You don't need to be a doctor or a scientist to make a difference. Learning the symptoms, encouraging loved ones to get health checks, supporting cancer research organizations, and simply showing empathy all matter. Awareness starts with one conversation, and from there, it can grow strong enough to save lives.

This World Lung Cancer Day, let's not stand apart. Let's stand side by side—with families, with fighters, with survivors, and with those we've lost. Let's replace silence with understanding and replace stigma with compassion.

Because when we unite, we truly are stronger together—stronger to raise awareness, stronger to fight for change, and stronger to give hope to every person affected by lung cancer. No one should ever have to walk this journey alone. Together, we can make sure they never do.

Red, yellow, green – A small light that rules our roads

Have you ever stopped at a red light and thought about how this tiny invention controls the chaos of busy streets? On International Traffic Light Day, we celebrate one of the simplest yet smartest creations that keep us safe on the roads every single day.

Before traffic lights, crossing busy intersections was pure madness—cars, horses, bicycles, and people all trying to move at once. The first traffic light, installed in London in 1868, was just a gas-lit signal operated by a police officer. Over time, the red, yellow, and green lights we know today became a global lifesaver, guiding billions of drivers and pedestrians every minute.

Traffic lights are more than just rules; they're silent heroes of safety. They prevent accidents, help emergency services reach their destinations, and make sure everyone gets their turn on the road. Imagine a world without them—it would be total chaos, and accidents would rise instantly.

This day is also a reminder for us to respect those lights. A few seconds of waiting on red can save a life—maybe even your own. Following signals isn't just about avoiding fines; it's about keeping streets safe for families, children, and everyone on the move.

So next time you stop at a light, take a moment to appreciate

this simple invention. It may not seem like much, but it silently saves millions of lives every single day.



Breaking the silence: Standing against nuclear tests

"The world doesn't need more explosions; it needs more peace." This thought captures the heart of the International Day Against Nuclear Tests, observed every year on August 29th. It's a day to remember why the fight to end nuclear testing is far from over.

Decades ago, nuclear weapons were tested openly across deserts, oceans, and remote islands. Those tests left behind more than just craters—they left sickness, destroyed homes, poisoned air and water, and scarred generations. Many survivors still live with the consequences of radiation exposure, long after the world moved on.

This day isn't just about politics or history—it's about humanity. It's about children growing up in safe lands, families not fearing invisible harm, and

communities healing from past damage. Every test that is stopped means fewer lives lost and fewer future disasters waiting to happen.



The United Nations calls on countries to come together, ban nuclear testing, and commit to peaceful solutions. But change doesn't rest only with leaders. Awareness starts with us—learning, speaking up, and supporting the idea of a safer, test-free world.

The message of this day is simple yet powerful: no nation should gamble with the planet's future. Peace and safety should win over fear and power.

On this International Day Against Nuclear Tests, let's raise our voices for a world where no one has to live under the shadow of nuclear harm ever again.

Black Ribbon Day: A day to remember, a reason to hope

Honoring lives lost to tyranny, and standing for freedom with courage and compassion.

Some days in history are meant for celebration. Others are meant for remembrance. Black Ribbon Day, observed on August 23rd, is one of those quiet, powerful days that asks us to stop, reflect, and remember what happens when freedom is taken away—and why we must never let that happen again. Also known as the European Day of Remembrance for Victims of Stalinism and Nazism, this day honors the memory of millions who suffered under two of the most brutal regimes of the 20th century. It marks the anniversary of the Molotov-Ribbentrop Pact—a secret agreement signed in 1939 between Nazi Germany and the Soviet Union, which led to the division of Europe and years of fear, violence, and deep, lasting pain. But this isn't just a day for history books. It's a day for real people—families torn apart, voices silenced, lives erased. It's about those who were taken from their homes in the middle of the night, those who never returned, and those who survived with stories too heavy to tell. These weren't just political moments. These were human tragedies.

The black ribbon is a simple symbol, but it speaks loudly. It stands for mourning—yes—but also for hope. Hope that we will not forget. Hope that by remembering, we protect our future. When you wear or share a black ribbon, you're saying: "I remember. I care. I choose to stand for what's right."

And that's what makes this day so important now. The world still struggles with fear, division, and rising threats to truth and freedom. It's easy to think these things only happened in the past—but history shows us how quickly things can return when we stop paying attention. Remembrance is more than respect—it's resistance.



This day also holds deep meaning for many families across Europe and beyond. Some carry photos of relatives who never came back. Some light candles. Others share stories—about a name on a wall, a letter never sent, or a memory that still lives. These are the pieces of history that textbooks often leave out, but they matter just as much. Maybe more.

And yet, Black Ribbon Day isn't just about loss. It's about strength too. The strength of people who stood up, even when it was dangerous. The strength of those who rebuilt homes, communities, and lives after so much had been taken. The strength of survivors who lived on, carrying memories with them and still choosing to hope.

This is a day to learn. A day to ask questions. A day to connect. Whether you light a candle, wear a ribbon, listen to a story, or simply pause in silence—you are taking part in something meaningful. You are saying, "Never again," and meaning it.

You don't have to be a politician or a historian to make a difference. You just have to remember—and care enough to keep the memory alive.

So this Black Ribbon Day, let's honor those who were silenced by making sure we use our voices. Let's remember the darkness not to dwell in it, but to keep walking toward the light.

Let's choose truth over silence. Peace over fear. And humanity, always, over hate.

Because remembering the past is not just about looking back. It's about choosing a better future—together.



World Humanitarian Day: When communities lead, the world listens

Imagine losing everything in a single moment—a home, a loved one, or even hope. For millions of people around the world, that's not just a thought. It's reality.

But in those moments, something powerful often rises: people helping people. That's what World Humanitarian Day, marked on August 19, is truly about—not just large organizations or rescue teams, but ordinary people doing extraordinary things to care for each other.

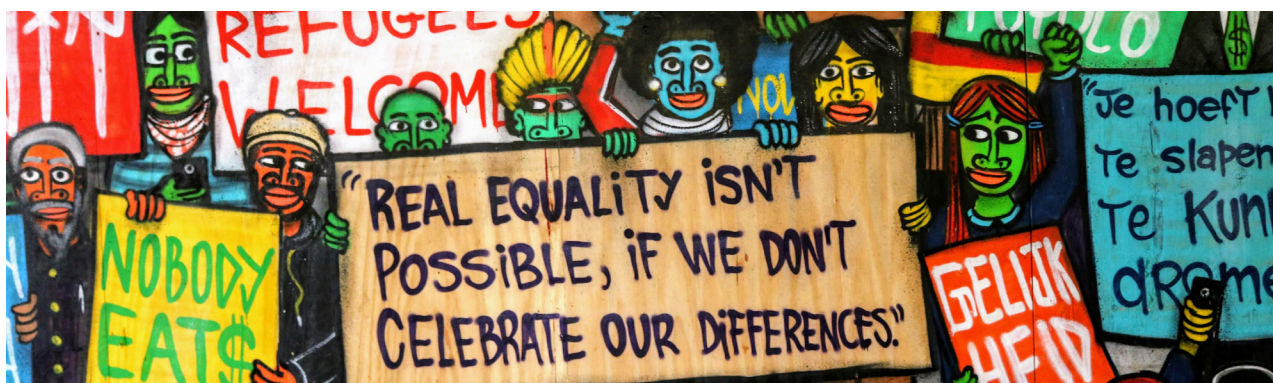
This year's theme, "Strengthening Global Solidarity and Empowering Local Communities," shines a light on where help often begins—within the community itself. When disaster strikes, it's the local teacher, shopkeeper, or youth group who shows up first. They know the roads, the people, and the real needs. They are not outsiders—they are the heart of the response.

But local communities can't do it alone. That's where global solidarity steps in—not to take over, but to stand behind,

support, and listen. True humanitarian work is not just about giving—it's about respecting, trusting, and uplifting those who are already doing the work on the ground.

On this day, let's remember: real change doesn't always come from far away. Often, it begins with someone close by who chooses to care.

Let's stand with them—not just today, but every day.



Respect, rights, and roots: A day for indigenous peoples

Think about the place you call home—the streets you know, the land you walk on, the stories you grew up hearing. Now imagine those roots stretching back thousands of years, passed from one generation to the next. For indigenous peoples, that connection to the land isn't just history—it's life itself.

On August 9, the International Day of the World's Indigenous Peoples reminds us to honor these communities. They have cared for forests, rivers, and wildlife for centuries, not as resources to be used up, but as treasures to protect. Yet, too often, they face land loss, discrimination, and decisions made without their voices at the table.

Respect means truly listening—valuing their traditions, knowledge, and leadership. Rights mean ensuring they can protect their lands, languages,



and way of life without fear. And roots remind us of the deep connection they share with the earth, something the whole world can learn from.

Indigenous wisdom holds answers to big challenges like climate change and protecting biodiversity. But for those answers to thrive, we need to stand beside them—not ahead, not behind, but together.

This isn't about charity—it's about fairness and partnership. When we respect their voices, protect their rights, and honor their roots, we're not just helping them—we're building a better, fairer future for all.

International Youth Day: The power, potential, and reality of today's generation

When you think of youth, what comes to mind? Maybe you picture energy, fresh ideas, or the courage to try something new. The truth is, today's young people are all of that—and so much more. On International Youth Day, we don't just celebrate them; we take time to understand the world they're navigating and the difference they're already making.

This generation is the first to grow up fully connected—living in a world where ideas, stories, and opportunities can travel instantly. They can share a thought and reach people across the globe in seconds. That kind of access opens the door to creativity, learning, and global friendships, but it also brings challenges like constant comparison, misinformation, and the pressure to always be visible.

Today's youth are reimagining what

success looks like. For many, it's not about titles or trophies—it's about purpose, balance, and making a meaningful impact. They are speaking up for climate action, equality, mental health, and social justice, often with a clarity and bravery that inspires those around them.

What's often overlooked is how they're leading change in quiet, practical ways too. They are volunteering in their communities, starting local initiatives, and finding inventive solutions to everyday problems. They're proving that leadership isn't defined by age, but by action.

Yet, their path is far from simple. Many face uncertainty—unstable job markets, rising living costs, or lack of access to quality education and healthcare. And while social media gives them a voice, it can also expose them to criticism and



mental strain at a young age.

That's why listening is so important. Instead of speaking for youth, we need to include them in decision-making—whether it's in schools, local councils, or workplaces. The best solutions often come when they are part of the process, not just the audience.

So, what can each of us do? We can mentor instead of lecture. Offer real opportunities instead of empty promises. Create safe spaces—online and in person—where youth can share ideas, take risks, and learn from both success and mistakes.

If you're young and reading this, remember: your voice matters. You don't need a stage or a large platform to create change. Sometimes, it starts with a conversation, a small act of kindness, or standing up for someone who can't. If you're older, remember that youth are not just "leaders of tomorrow." They're already leading in classrooms, communities, and movements today. Support them, guide them when needed, and trust them enough to let them take the wheel sometimes.

International Youth Day isn't just a celebration—it's a reminder. A reminder that this generation isn't waiting for permission to shape the future; they're doing it now. And we have a choice: watch from the sidelines or stand beside them as they build a world that works for everyone.



Celebrating the success of the IGC Convention 2025

Following the tremendous success of the IGC Convention 2025, we've been overwhelmed by the outpouring of positive feedback from attendees, partners, and speakers alike. The event brought together some of the brightest minds, innovative ideas, and inspiring conversations — and we're thrilled to share a few highlights and kind words that captured the spirit of the convention.

Here are just a few of the compliments we've received:

"The convention was impactful and wonderful. And thanks to the IGC for accepting my anthem.
Thanks" – Josh, Nigeria

"It was an amazing event" – Dr. Sunny Ahonsi, UK

"I was happy to be there and to meet the wonderful IGC team. I am looking forward to continued interactions" – Poornawatie Sharmilla, Trinidad

"I am so humbled by the warmth of everyone and it clearly demonstrates the tone set at the top with Dr. Abhnash Bains" – Shabana Aziz Rajan, Trinidad

"Thank you it was a pleasure and a fantastic experience. Thank you. Even though I have very little experience in your field my automatic response is to serve others. Thank you for the recognition" – Nicola Garrington, UK

"I'm grateful for the opportunity.....thank you kindly" – Empress Aje, Trinidad

"Oh that was a wonderful convention. Though I didn't make it to attend physically, I felt the greatness and success of it from afar.

Kudos to all the team. I'm forever grateful to be part of IGC" – Ikenna Ezenwa, Nigeria

We're also excited to share some moments from the event. Below are a few snapshots that reflect the energy, engagement, and enthusiasm that made the convention so memorable:



A heartfelt thank you to everyone who contributed to the success of this year's convention. We look forward to continuing this journey of growth, innovation, and community — together.

Stay tuned for more updates and a full photo gallery coming soon! Visit <https://www.ishkama.co.uk>

What September has in store for you - Zodiac edition

Each zodiac sign has its own rhythm this month. Some will move forward with energy, while others will find peace in slowing down. Every shift—big or small—carries lessons to guide you toward growth and clarity.



Aries: This is your time to act. Your drive and determination are strong, helping you finish old projects and close financial matters. Procrastination may appear, but you'll push through quickly. With a clear plan, move forward boldly and enjoy the confidence that follows.



Taurus: Your plans may shift, and though it feels frustrating, these changes create better opportunities. Avoid rushing decisions. By slowing down, preparing alternatives, and trusting your steady nature, you'll discover that challenges can lead to positive outcomes.



Gemini: Life speeds up, bringing sudden opportunities. Trust your instincts and be ready to act quickly, but don't scatter your energy everywhere. A simple plan will keep you focused. Meeting new people and using your creativity will bring rewarding results.



Cancer: Life slows, offering you space to relax and recharge. This is perfect for finishing small tasks, enjoying hobbies, or reconnecting with loved ones. Whether you travel or stay home, you'll find peace and joy. Use this calm to reflect and prepare for what's ahead.



Leo: You glow with charm and confidence, attracting attention in both work and relationships. Recognition for your efforts may arrive, but balance ambition with enjoyment. This is your chance to strengthen connections, shine brightly, and celebrate your hard work.



Virgo: Your dedication is paying off. Work and financial matters look promising, and home life feels stable. Even small challenges won't trouble you—you'll solve them smoothly. This month is about rewards, progress, and the satisfaction of steady effort.



Libra: Opportunities for growth are here, but hesitation could hold you back. Trust your judgment, learn new skills, and connect with inspiring people. By stepping outside your comfort zone, you'll discover that confidence and flexibility open new doors.



Scorpio: Calm and clarity guide you. Others value your wisdom and look to you for advice, boosting your influence. This is your chance to lead with kindness, inspire those around you, and strengthen both personal and professional bonds.



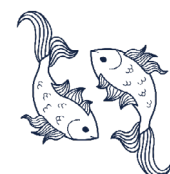
Sagittarius: Adventure calls, and your dreams feel closer than before. Travel, creative projects, or inspiring encounters may spark excitement. Be bold, but think carefully before making big changes. Enthusiasm paired with smart choices will lead to meaningful progress.



Capricorn: Unexpected shifts may change your priorities, bringing fresh energy and motivation. These surprises help you achieve more than you thought possible and inspire those around you. Embrace the growth—new opportunities will shape your next chapter.



Aquarius: Tasks you've delayed now need your focus. Life speeds up, but with good time management, you'll achieve more than expected. Stay true to your values, avoid outside pressure, and let your independence guide you toward success.



Pisces: This month fills you with clarity and peace. Work feels lighter, and creative hobbies or new interests inspire you. Old issues fade, leaving space for personal growth. Move forward with confidence and enjoy the balance you've created.

Every sign has a unique path this month—some full of action, others rich in reflection. Whatever your journey, embrace the lessons and trust that each step is shaping a stronger, brighter future.



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PROMOTING UNITY

AUGUST 2025

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For more information, visit us at www.ishkama.co.uk



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