

SEREN

MAGAZINE

BIRUKTAWIT TESFAYE

An interview with inspirational content creator.

TERAKI APP

Audio streaming app for audiobooks and podcasts

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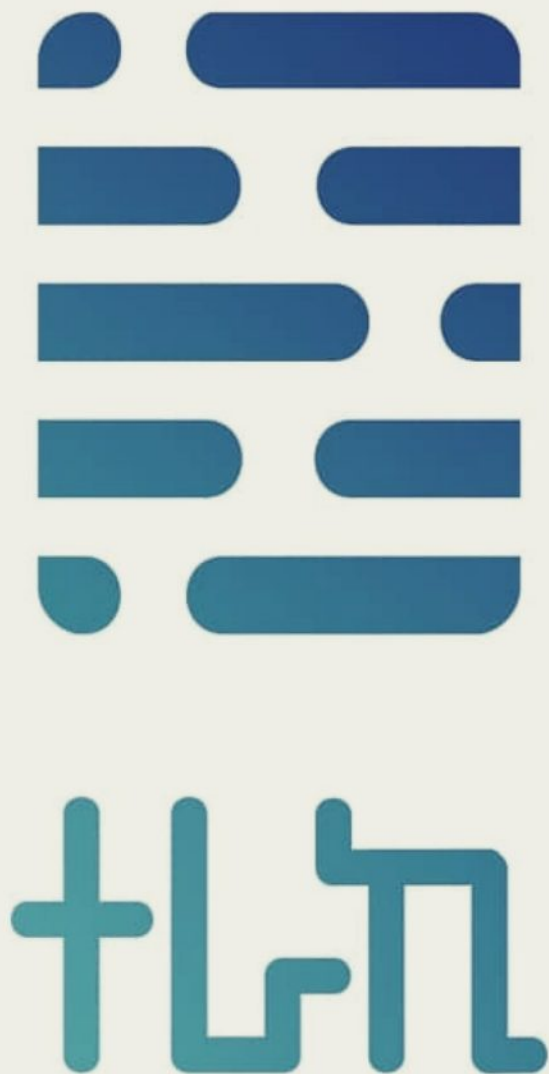
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INTERVIEW WITH

BIRUKTAWIT TESEFAYE

**Let's get to know you. Who's
biruktawit?**

God-fearing Ethiopian woman, a sister, a mentor, a female entrepreneur, a full-time university student, and an inspirational content creator that is Biruktawit Tesfaye. So far I have lived in three countries. I was born and raised until I finished sixth grade in Ethiopia then I attended my seventh grade to senior year of high school in Tanzania at Haven of Peace Academy. I am currently attending my second year of univeristy in the United States of America. So basically I am considered a third culture kid or TCK in short. Meaning one of those kids that get confused when they're asked where are from thinking about their passport country, the country they live the longest, or currently live."lol*

**How do you see productivity from
your perspective?**

From my perspective, I see productivity as a way of being efficient in most areas of life if not are all areas of our life. So like being able to balance a lot of things that are in our plate. According to this I have my own equation that I live by most of the time, which is:

**SPIRITUAL LIFE •
NORMAL ROUTINE(WORK • STUDY) •
PHYSICAL HEALTH • = BALANCED LIFE
MENTAL HEALTH**

If I can get this equation to balance throughout my day, I would consider myself productive.

WHEN DID YOU START YOUR WORKS
ETHIO COUNCLER, PRODUCTIVE HABESHA AND BERTUWETAT?

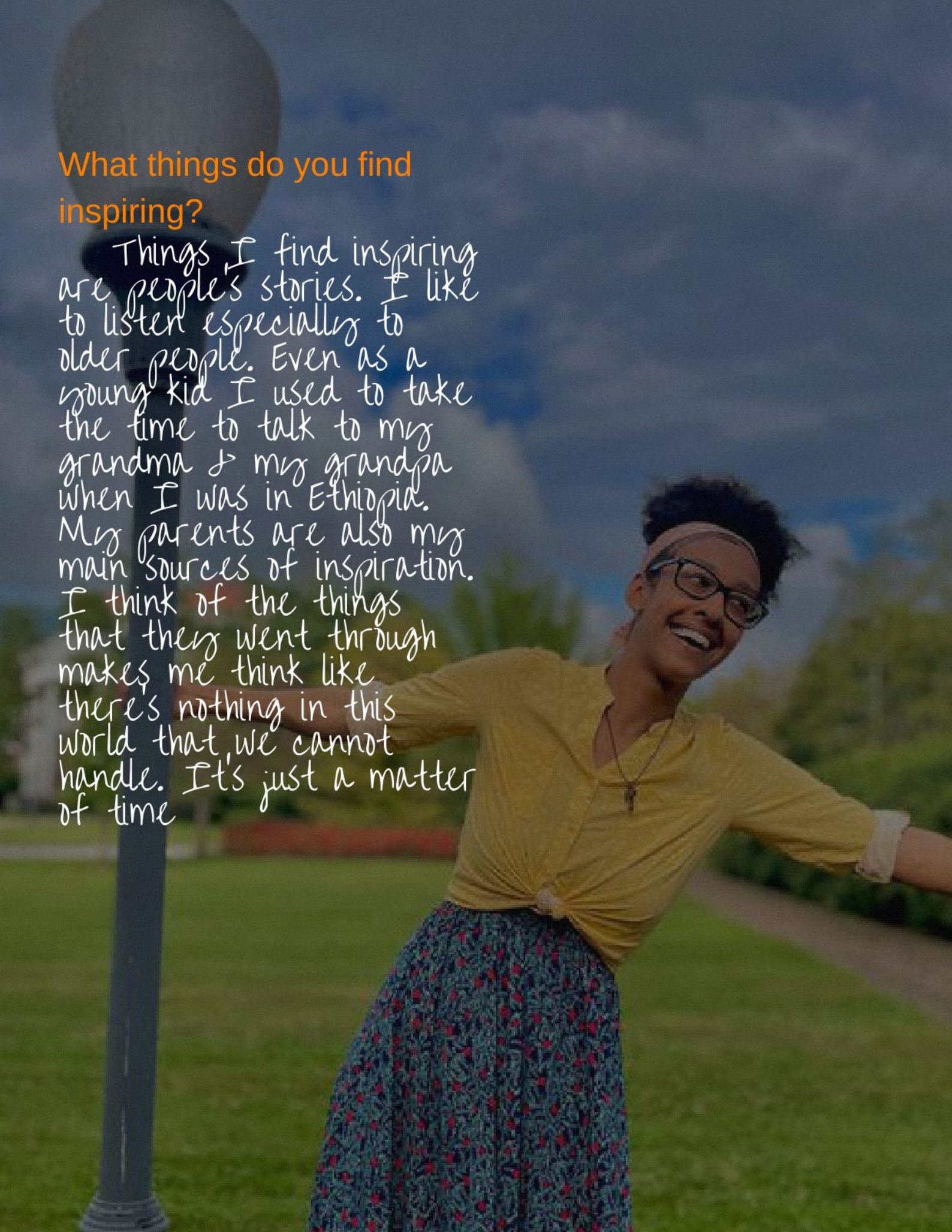
Ethio counselor was started a year and a half ago around August 2021 and productive habesha was recently started like a few months ago around October I believe. As for BertuWetat, when this April comes, it's going to be our first year. As for Timro, it's still a work in progress. The aim of Ethio counselor is basically to provide adequate information to Ethiopian high school students that are aiming to come to study abroad and help them throughout the process. Growing up in Ethiopia, I have heard stories about people that got scholarships, but we never really know how they did it. As a little kid, I felt like it was far-fetched. So the high school that I went to was an American school so they gave us so much information on how to apply and a lot of other ways as well. So with the experience and the information about these things and I started off by helping students voluntarily on Fanos App assistance and then this guy called Dave encouraged me to start my own channel. At the time I didn't really see the importance of doing it since the founder of Fanos App allowed me to use their channel but I went ahead and did it anyway. Looking back, I am so grateful right now because students have another platform to ask questions and to get the service they want. Productivehabesha was initiated with the purpose of inspiring the Ethiopian youth with the things that I do. People learn by seeing other people perform so I aspired to use social media for good and help people live the productive lifestyle they desire. Bertu Wetat, as the name indicates aims to inspire the Ethiopians youth to be fruitful and effective, and efficient in what they do. So we focus on things that matter to the youth and a lot of people have positively responded which we are very grateful for.

AS A YOUNG
ENTREPRENEUR, HOW
WAS THE JOURNEY FROM
SCRATCH UP TO NOW?

Honestly speaking it was a journey that I hopped on with a lot of excitement while also keeping in mind that I'm gonna be facing a lot of challenges along the way. It was quite challenging starting from scratch because this meant that I needed to reach out to various people to make Ethio counselor easily reachable. But the problem is that I don't like to ask people for anything. Unless it's a must I mostly hesitate to reach out to people for anything. So this truly challenged me to go out of my comfort zone. On the other side though, people were willing to cooperate which sort of eased the journey. However, I would say dealing with different personalities was also often challenging. People's behavior changes like a chameleon change its color so I needed to be patient, and communicate effectively. I wouldn't necessarily say that this was a challenge because I saw it as a learning process and a stepping stone to get to where I wanted to get.

What things do you find inspiring?

Things I find inspiring are people's stories. I like to listen especially to older people. Even as a young kid I used to take the time to talk to my grandma & my grandpa when I was in Ethiopia. My parents are also my main sources of inspiration. I think of the things that they went through makes me think like there's nothing in this world that we cannot handle. It's just a matter of time

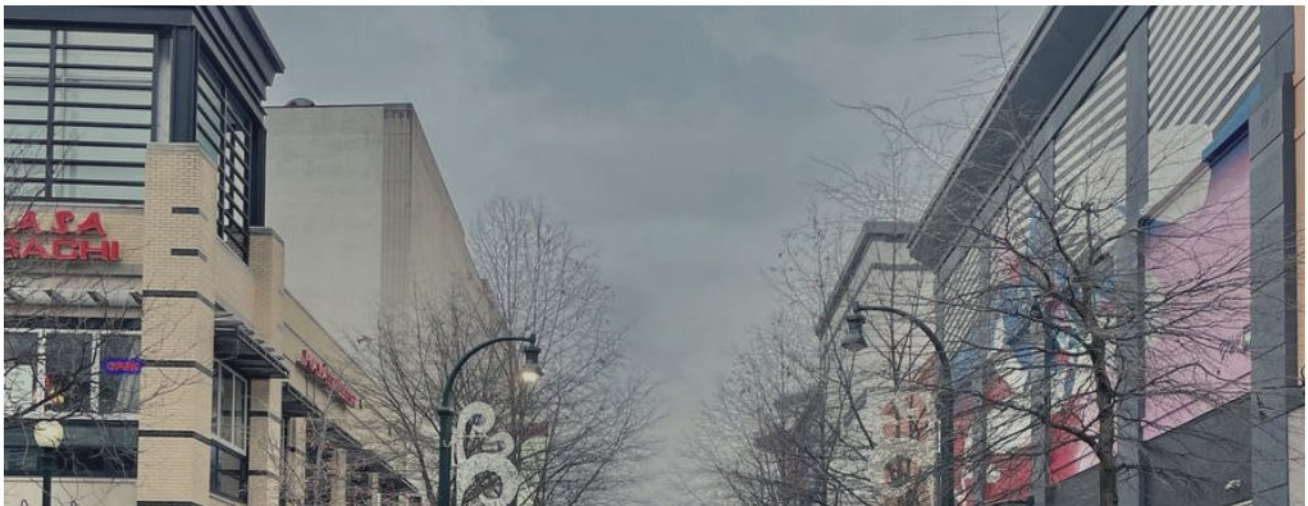


MY ADVICE

My advice for the youth would be to try to explore their interests, their passion to deeply look into what they really like what makes them happy but also most importantly it would be to find time to connect with God because a lot of us really forget to do that sometimes or when we do that we will be labeled as like very religious or something like that so I believe that the youth should really make time for God and should take the time to strengthen their relationship with God because you know it's through him that we're going to go far it is through him that we do what we do whether we know it or not. I also advised them to always be in constant progress and work on themselves that we shouldn't really expect other people to tell us what to do or who to be. We make time to examine ourselves like our behaviors, personality what we do so far just like have a time to reflect on the things that we do the person that we are becoming so the constant checking with our self really helps us to become more self-aware so we're not surprised when someone comes and tells us who we are or things like that so it's it's very essential for us to to know who we are deeply also I would say don't ever people are good make connection with people never hesitate to ask questions accept no as an answer never never never hesitate to ask questions and just be prepared for what they're gonna say after you propose your question no matter their answer even silence is an answer so never feel afraid to say what's in your mind.

I advise people to walk away from any conversation that doesn't water their growth and to really realize the importance of time because a lot of us really think we have a lot of time for important things that we do we never really check we mostly don't even track the time we have when we watch movies or do a lot of fun stuff but when it comes to things that are very important for the life we turn to say oh I have time for this I'll do it later no just get done with it or at least get started with that work on schedules. Be on top of your work prioritize what's more important make time for people that you love for your family friends also and try to make friends I didn't say that communicate with people make connections but also know who the type of people you call friends so just know that who is worth your time and who is it this is it this is not really mean disrespect people or mistreat people just know that it's not a lot of people are going to click with you not a lot of people are gonna be a blessing so accept those that are also going to be a lesson.

Stay humble be kind to people respect people the way you want to be respected learn to communicate well learn to voice your own opinion and a respectful manner and also learn to stand up for yourself in a way that also respects that person. Know your limits.





There are my fears I have learned quite a lot of lessons and I'm gonna list most of the year one of them is that not everybody's gonna support you but also you're gonna have people that believe in you believe in your aim believe in your services believe in what you do and would support you this by whether they know you in person or not just because your friends don't support what you do it doesn't mean you're a failure it doesn't mean what you're doing is wrong unless you think that you're doing wrong. If you truly truly believe in what you do and the impact that you're going to be making of the future then I would say keep going yes you're gonna be unmotivated most of the time you're going to feel down you're going to feel like other people are doing less of work compared to you are getting more things that you should get but that shouldn't be the case yes healthy competition is not bad it's good to use it to kind of keep yourself in track with what you do and to kind of also update yourself with what's currently going on but it shouldn't get to the point where it affects your mental health affects the way you think of yourself or is self-esteem so don't ever compare your beginnings to someone's mid-journey. Be thankful.

I would also say that appreciating and being grateful for what you currently have despite whether you need more or not is essential to the things that you do or to your daily life when you are grateful and when you appreciate what a little what are the little things are the bigger things odds on got a head onto.

Define what success means to you and focus on achieving that I always focus on yourself not anyone else see what's not working and just because something doesn't work it doesn't mean it's never gonna work you see if the if I have a certain book or if it's if a certain book is not being is not bringing cells what people tend to do is not change the content but rather they change the title they work on the little thing and then they get a lot of cells so same thing applies here if something doesn't work analyze why it didn't work ask yourself what went wrong and how you can fix it so when some thing doesn't work tell your brain that it didn't work because you're you're given another opportunity to try again and find new ways to learn and find new ways to make certain things work and trust me once you master what's your brain master is this you are going to become an unstoppable and the gonna give up analogy is never going to be in a vocabulary also know that when something doesn't work I just means that you were given another opportunity to try again and also just be mindful that your brain believes whatever it's told to believe so seated the right way seated the what makes you grow things that what are your growth be kind to other people never be jealous of other people success be happy for them also let them know that if you feel like you're proud of them make sure you let them know because it comes back what goes around comes around right



Focus
episode 1...
go

Productive(ish) Day In The
Life of An Ethiopian Diaspor...
1.3K views · 1 month ago

6 ቀለል ጤናማ ልማዶች ለ
ሕይወት | 6 simple heal
657 views · 3 months ago

Follow biruktawit tesfaye

keep in touch with Ethio councler, Timro, Productive habesha and bertu wetat.

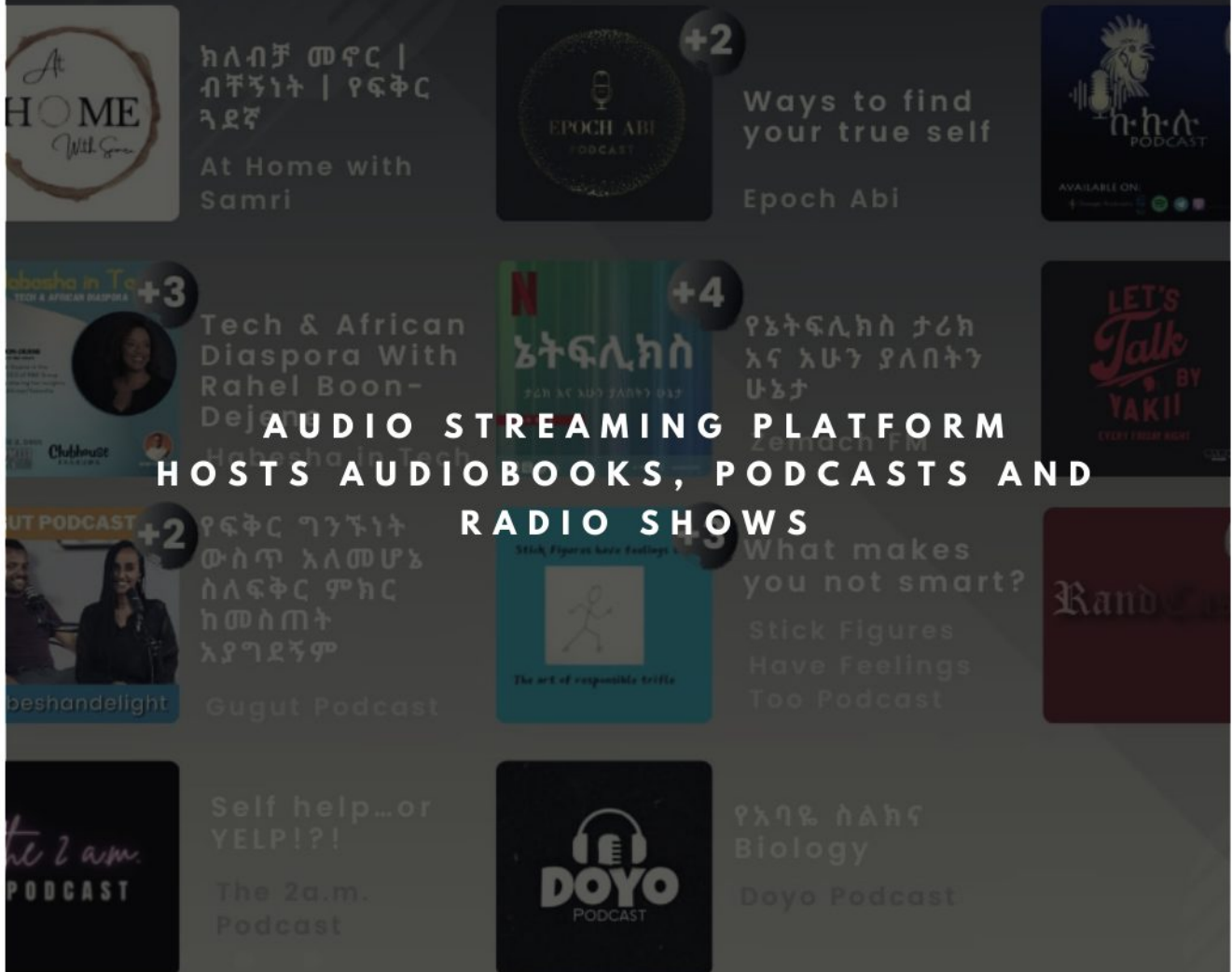


CLICK TO BROWSE



TERAKI

TERAKI



AUDIO STREAMING PLATFORM
HOSTS AUDIOBOOKS, PODCASTS AND
RADIO SHOWS

TERAKI

» አሁን ያድምጡ! «

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What is Teraki?

Teraki App is an audio streaming platform that hosts audiobooks, podcasts and radio shows, mainly focusing on Ethiopian content. Our company also offers production services by offering creators a recording studio and working with narrators to produce high quality audiobooks. Our application offers a new revenue stream for authors as well as an avenue for Ethiopians to connect globally through sharing their knowledge, experiences and stories.

Teraki was conceived after observing that despite the high demand for literature, podcasts, and radio shows, Ethiopian authors and audio content creators were facing difficulties to make a sustainable revenue. Additionally, many Ethiopians do not have access to books due to insufficient supply and financial constraints. We wanted to create a platform that tackles the monopolization of the publishing industry and makes content accessible to the greater Ethiopian community. Beyond making books readily available, Teraki also creates an opportunity to amplify the voices of the youth, who deserve a stage to express their vision for their generation's future. We envision Teraki to be the bridge that content creators to their audience share experiences that will move communities forward.



Our company All Rights Technologies PLC was established in June 2020 to provide digital solutions for a variety of sectors in its home base of Ethiopia and the African continent at large. After recognizing the need for educational and entertainment materials in Ethiopia, we have launched our first product: Teraki.

Teraki, an audio streaming platform mainly focused on audiobooks and podcasts, has been available to users since July 2021 and has already garnered tens of thousands of users. So far Teraki's journey has been quite a long one, it had its ups and downs as being a startup, especially a tech startup in Ethiopia has its own unique difficulties. From the inception of the idea to its realization, we have faced many obstacles starting from incorporating the company to getting partners willing to work with us to the technological aspects of our project including e payment methods. However, the responses and comments we've gotten after the launch of Teraki have been very encouraging and have pushed us to deliver more of what our customers want including making Teraki more interactive towards our users. Since Teraki's first release in July 2021, users' reception has been very welcoming which made the team very proud of their achievements. Over a couple of months, Teraki has gained thousands of active users. Listeners, authors, and creators are enjoying and immensely participating in different aspects regarding online and offline usage as well. We are constantly updating and adding up more features to meet the huge demand. We also would like to thank users that are giving us constructive ideas and criticism for better improvements of the app Teraki.

Growing up I was around a lot of books and my whole family had a passion for reading as well. However, as I grew older, workloads from school made it difficult to read books that weren't related to school. I've also noticed the same problems with my schoolmates and people around me, which was Ethiopian Books and Podcasts can be rarely found which was one of the main reasons that led us to the idea and development of Teraki.

We started Teraki because we noticed that there was a gap between our youth, the reading, and our storytelling culture. Ethiopian audio content gets drowned in international mega-streaming platforms; additionally, the diaspora has limited access to content from home. People who are visually impaired face even more challenges due to the limited availability of literature and media accessible to them. We believe that we could help multiple communities with Teraki by providing an inclusive digital platform for everyone to learn and be entertained.

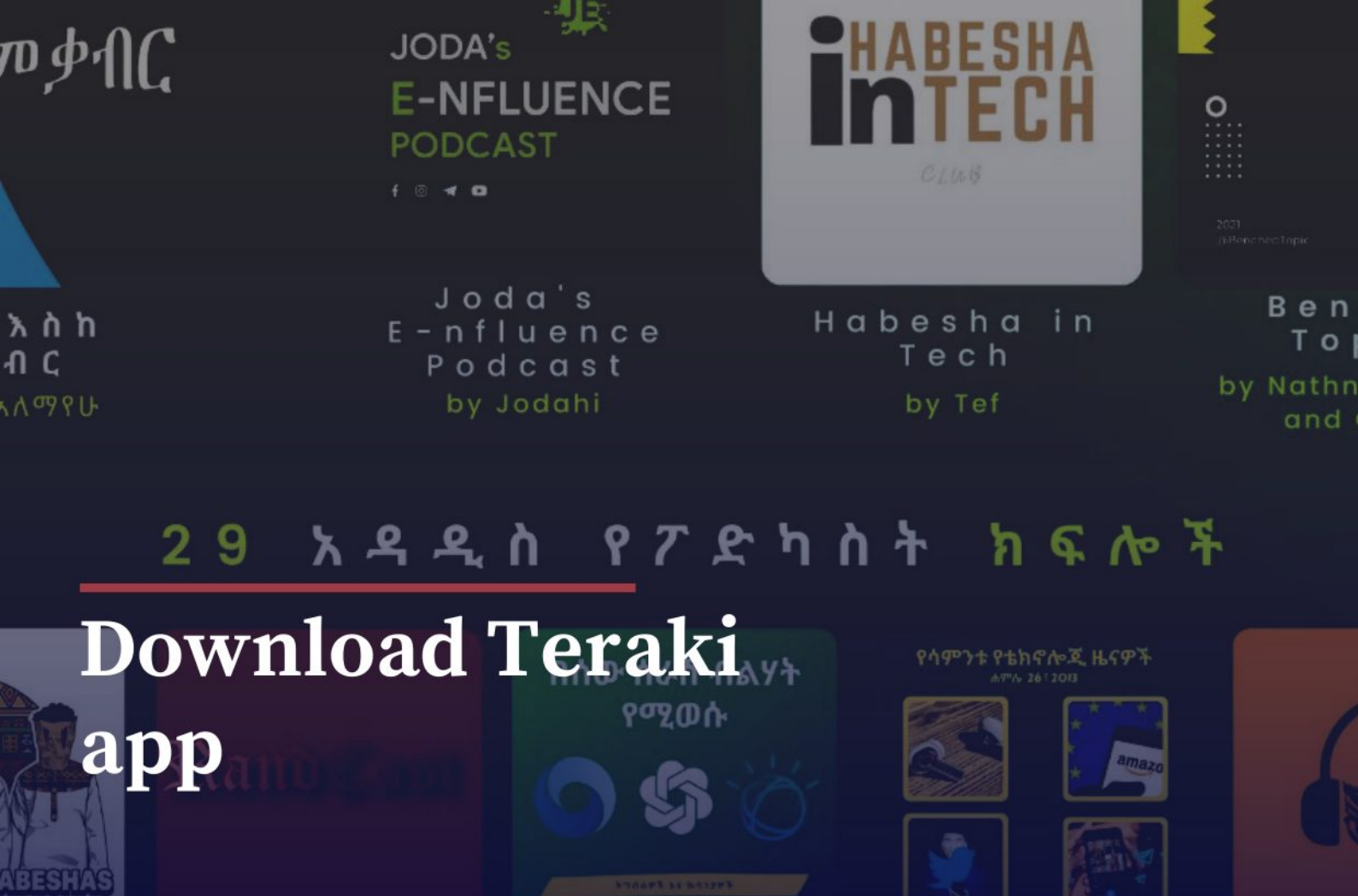
THE JOURNEY.

A man with short dark hair, wearing a red t-shirt with a black graphic, stands on a wooden pier. He is looking out over a vast blue ocean under a clear blue sky. The pier has a wooden railing with thick ropes. In the distance, a small boat is visible on the water.

I would like to pass on advice from Mary Barra's to my fellow youth that I always go to. She says "Do something that they are passionate about. You don't know how long you are going to need to do the things you are currently doing until you reach your vision of success. That's why it is quite common for you to hear a lot of these successful people telling you not to aim for the money. Instead, you should do something you are passionate about. It takes great determination to keep on going, especially when the odds are stacked against you." But if you are doing something that you love, as Mary Barra put it, you are naturally going to succeed.

A huge thank you to the Teraki Team, my partners Abel Engida and Nardos Negussie. All the Teraki Family – Authors, Teraki Creators, Narrators, and the whole production Team.

- Nahom Tsegaye



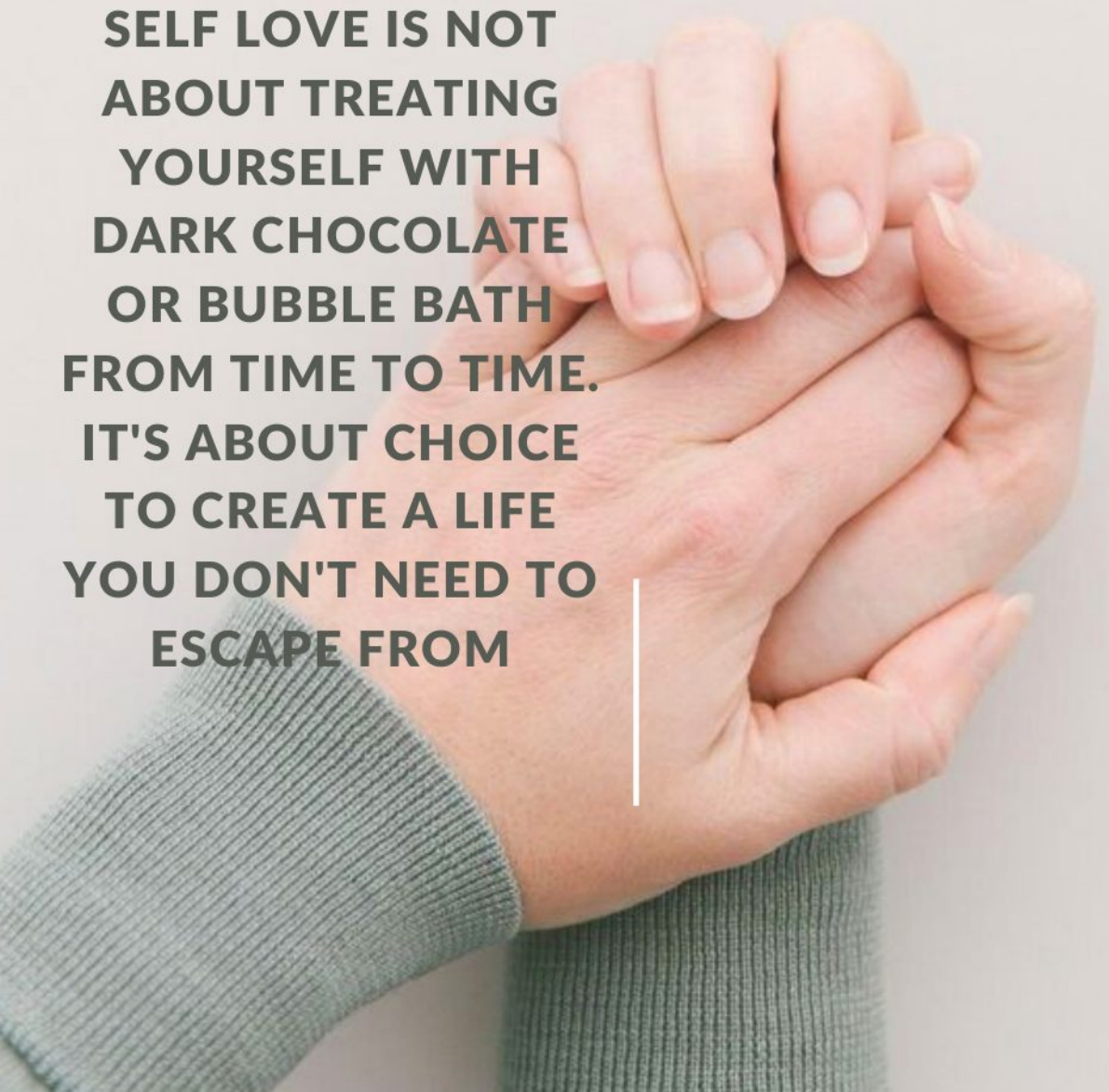
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Omnia

BY AMILY

**SELF LOVE IS NOT
ABOUT TREATING
YOURSELF WITH
DARK CHOCOLATE
OR BUBBLE BATH
FROM TIME TO TIME.
IT'S ABOUT CHOICE
TO CREATE A LIFE
YOU DON'T NEED TO
ESCAPE FROM**



SELF LOVE

Is self-love the same as selfishness and narcissism? It would be moderately unusual if you have not heard about these topics, but it would be odd if you have not heard about self-love at all. Today, we will not deal with the association of self-love with egotism rather we will try to answer one question. What is self-love?

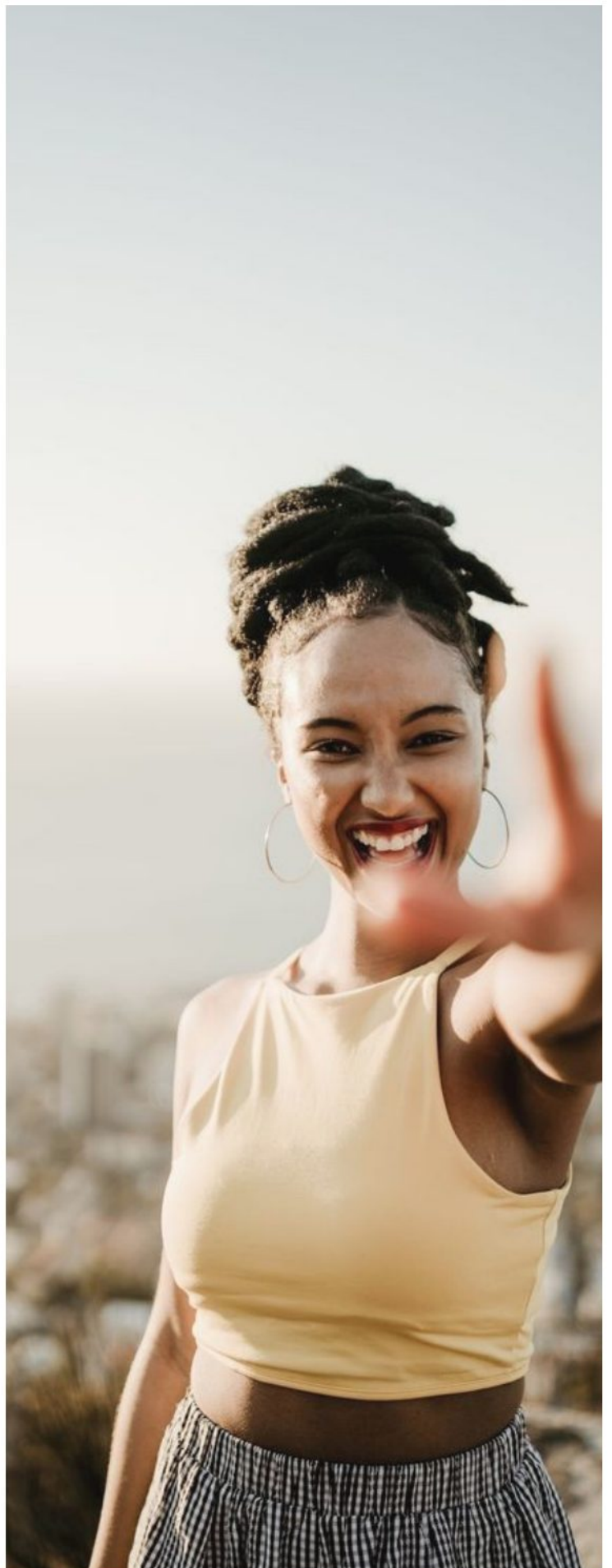
Self-love is a feeling of admiration for oneself that develops as a result of behaviors that promote our physical, psychological, and spiritual growth.

Self-love is defined as having great regard for one's happiness and well-being.

Self-love entails refusing to accept anything less than what you deserve.

Figuring out what self-love looks like for you is very important because people have different and unique ways to take care of themselves. What worked for them might not work for you.

Accepting yourself as you are right now, for everything you are, is what self-love entails. It encompasses embracing your feelings as they are and prioritizing your physical, emotional, and mental wellness.



Since we
are aware
of the
meaning,
let's
explore a
few ways to
practice
self-love.

- Stop the comparisons. There is no one like you in the world so it wouldn't be right to compare yourself with others.
- Don't be afraid of letting go of people. Anyone who makes you feel anything less than amazing doesn't deserve to be a part of your life.
- Trust yourself. Keep in mind that your emotions are valid. You aren't losing your grip on reality. You know yourself better than anyone else, so use that knowledge to your advantage.
- Be kind to yourself. Treat yourself with kindness just like you would treat others.
- Allow yourself to be human. We all make mistakes, and it is okay. Be realistic and don't be hard on yourself.

"I must undertake to love myself and to respect myself and to respect myself as though my very life depends upon self-love and self-respect"

- MAYA ANGELOU





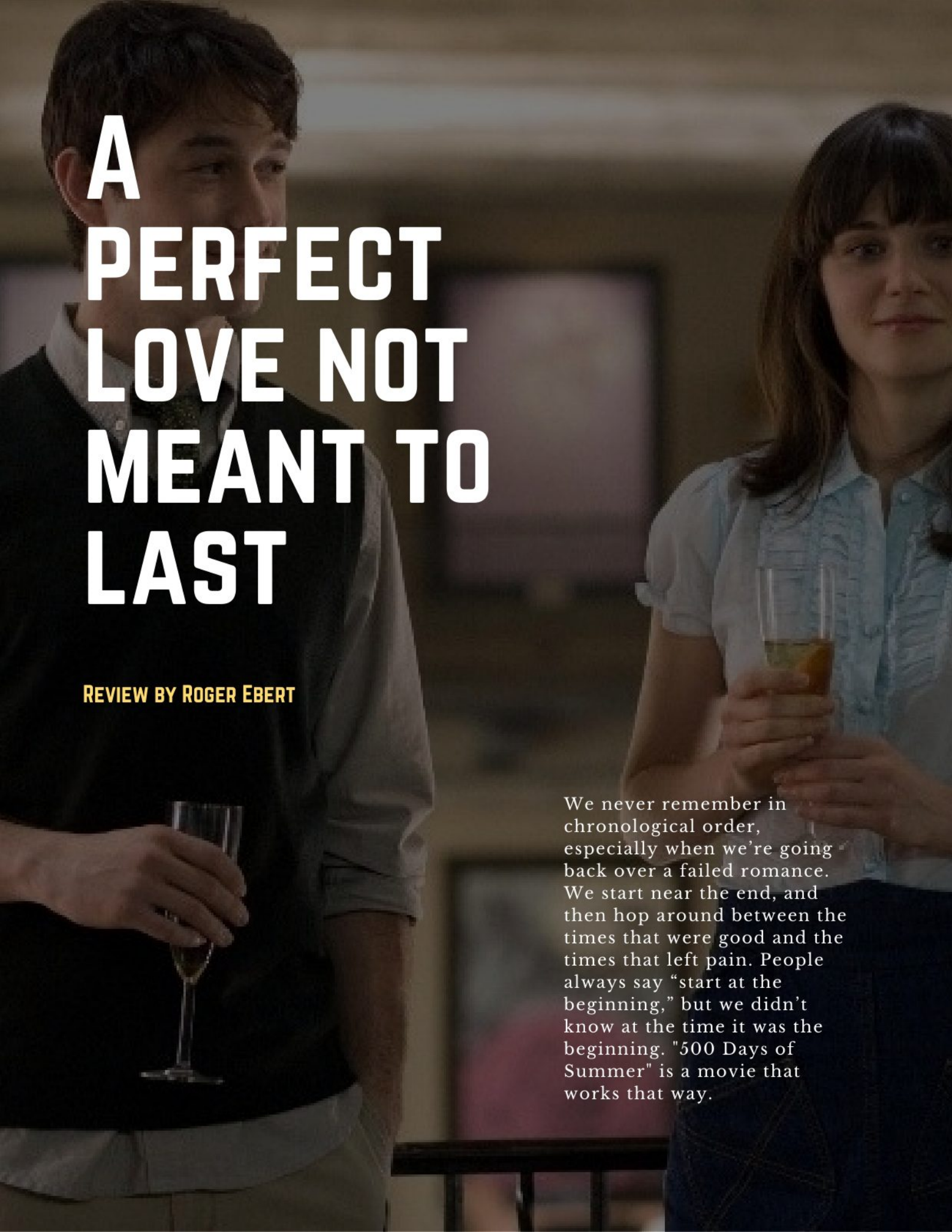
**"LOVE
YOURSELF FIRST
AND
EVERYTHING
ELSE FALLS
INTO LINE. YOU
REALLY HAVE
TO LOVE
YOURSELF TO
GET ANYTHING
DONE IN THIS
WORLD."**

LUCILLE BALL



MOVIE REVIEW

500 DAYS OF SUMMER

A man and a woman are standing on a balcony at night. The man, on the left, is wearing a dark vest over a light-colored shirt and is holding a glass of wine. The woman, on the right, is wearing a light blue ruffled shirt and is also holding a glass of wine. They are both looking towards the right side of the frame. The background is a blurred view of a city at night.

A PERFECT LOVE NOT MEANT TO LAST

REVIEW BY ROGER EBERT

We never remember in chronological order, especially when we're going back over a failed romance. We start near the end, and then hop around between the times that were good and the times that left pain. People always say "start at the beginning," but we didn't know at the time it was the beginning. "500 Days of Summer" is a movie that works that way.

(500)

PRESENTED BY JUSTWATCH

Some say they're annoyed by the way it begins on Day 488 or whatever and then jumps around, providing utterly unhelpful data labels: "Day 1," "Day 249." Movies are supposed to reassure us that events unfold in an orderly procession. But Tom remembers his love, Summer, as a series of joys and bafflements. What kind of woman likes you perfectly sincerely and has no one else in her life but is not interested in ever getting married?

Zoey Deschanel is a good choice to play such a woman. I can't imagine her playing a clinging vine. Too ornery. As Summer, she sees Tom with a level gaze and is who she is. It's Tom's bad luck she is sweet and smart and beautiful — it's not an act. She is always scrupulously honest with him. She is her own person, and Tom can't have her.

Have you known someone like that? In romance, we believe what we want to believe. That's the reason "500 Days of Summer" is so appealing. Tom is in love with Summer from the moment he sees her. His thoughts on love may not run as deeply as, say, those of the Romantic poets. He writes greeting cards, and you suspect he may believe his own cards. It's amazing people get paid for a job like that. I could do it: "Love is a rose, and you are its petals." Summer is his boss's new assistant. She likes his looks, and makes her move one day over the Xerox machine.



(500)

Can he accept that she simply likes him for now, not for forever? The movie, which is a delightful comedy, alive with invention, is about Tom wrestling with that reality. The director Marc Webb seems to be casting about for templates from other movies to help him tell this story; that's not desperation, but playfulness. There's a little black and white, a little musical number, a little Fellini, which is always helpful in evoking a man in the act of yearning. Tom spends this movie in the emotional quandary of Mastroianni in "La Dolce Vita," his hand always outstretched toward his inaccessible fantasies.

SUMMER REMAINS MYSTERIOUS ALL THROUGH THE FILM.

perhaps because we persist with Tom in expecting her to cave in. When we realize she is not required to in this movie, because it's not playing by the Hollywood rules, we perk up; anything could happen. The kaleidoscopic time structure breaks the shackles of the three-act grid and thrashes about with the freedom of romantic confusion.

(500)

This is not
a love story,
this is a story
about love ”

Tom opens the film by announcing it will not be your typical love story. Are you like me, and when you realize a movie is on autopilot you get impatient with it? How long can the characters pretend they don't know how the story will end? Here is a rare movie that begins by telling us how it will end and is about how the hero has no idea why

The ember soul

BY TIYOBESTA BERHANU

The ember soul

Frozen thoughts

That were stuck

In a rut

Left to stew

In her own juice

With fear, sorrow

And love.

Eyes seeing through

rose colored glass

In the murky spot

Hankering another day

Hoping snowball's

Chance in hell.

Were blurt out

Were given away

To the hideous lane

By dear time.

That's so called time

Was a friend

They say time

Is your friend

A betrayal or

A healing friend

I think

it differs as each flower

As each soul

As each hope

To be your

betrayal or healing cobbler.

I'm just chilled to the bone

My heart beacme a glacier ice

After you sloped off

As silent as the grave.

Like you
The only
Cobber i got
Is time
Wishing one
Ray of hope
To petter out
Hoping to end
Feeling as if
A cat has kittened
In one's mouth
Hoping to feel
The air around
The meadow.

Though i don't know
Which stamp
Of time it's
The betrayal one
That bore you down
While you were
Setting your heart on
To spare you
Or the healing one
That I'm dreaming for?

It doesn't matter though
For this
Higgledy-piggledy
Topsy-turvy
Undefined life.

All i covet is
All i need is
To be the apple
Of your eye
In your
Icebound thoughts





RE DEFINE

SCREENSHOTS

(n.) Whenever i delete them, i feel like I'm deleting future evidence

ALMOST THERE

(pbr.) I'm actually still at home.

OH, COOL

(pbr.) I really do not care.

MEMES

(n.) Where i get my news from.

INSTAGRAM

(n.)
Like a fridge. you keep opening and closing it every few minutes to see if there's anything good when you get bored.

MISSED CALLED

(n.) I don't miss them. I just stare at it and don't answer.

HAPPINESS

(n.) Waking up thinking you're late for class and then realizing it's Saturday.

LOL

(abbr.) I've nothing else to say.

BED

(n.) My favourite hello and hardest
Goodbye

MORNING

(n.) The time when the bed has
more gravity.

BIRTHDAY

(n.) The time when you receive the
most Facebook notifications of the
year.

COFFEE

Coffee
(n.) A legal drug

SMILE

(n.) A curve that can set a lot of
things straight

ALARM CLOCK

(n.) Mental torture instrument.

SECRET

(n.) Something that you tell other
people to get attention.

BEAUTIFUL

(n.)
A person who's reading this



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