

## NPL changes mission

The Nation Publication Limited (NPL), which publishes daily newspaper *The Nation*, the weekly *Weekend Nation* and *The Nation on Sunday*, has changed its mission, which it unveiled over the weekend.

 By Gregory Gondwe<sup>24 Nov 2009</sup>

The publication has changed its mission, from “Freedom of expression, the birthright of all” established in 1993 to a new one featured on the front pages saying “For everyone, today and tomorrow”.

NPL CEO Mbumba Achutan said the change is aimed at promising to always be there for its stakeholders. She said the event was deliberately organised to remind workers of the publication that customers are the most important stakeholders in their business.

“We therefore need to serve them competently, efficiently and knowledgeably and with flair,” she said.

By putting customers first, Achutan said, they would turn them into advocates of their business who will do more than just shop with them, but they will talk about NPL to their friends and others.

The company also launched an NPL song done by a local musician which it said will help them to better communicate the new slogan to the people.

### ABOUT GREGORY GONDWE

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at [@Kalipochi](https://twitter.com/Kalipochi). [View my profile and articles...](#)

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