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Societal norms have been the compass that guides a portion of our morality when it comes to either courtship or life in general over the years. The man, in particular, is the hallmark of our “clearly set” yet ambiguous society that has competing dilemmas intertwined in it. Having a clear prescription of how a man should conduct themselves is a bit farfetched in light of the society that we live in. However, we cannot completely obliterate our historical image of what a man looked like and conducted himself like and that is the blue print we use no matter how nefarious we might think of it to be, it has unconsciously become a part of us.

Enter Indoda must... and tap into the psych of the digital citizen. Indoda meaning a man; one who has been initiated into manhood; in some traditional African societies, especially one who has undergone ritual circumcision. This definition in its essences puts unsurmountable pressure for a young boy entering manhood and not to mention the man that is already going through it all. One of the unsaid truism ubiquitous in our society is that a man must have a car and this speaks to our black African child that comes from abject poverty in some cases or has been generally dealt a bad hand. This warped stance is something that tickles some of the women in our society’s fancy when she is looking for a suitor. How a man’s provision is imagined borderlines on splurging and spending non-existing disposable income.

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