

# **PAINT** NEWSLETTER

September-October 2020

**Economic development for artistes**

**Cultural TV series  
preproduction  
underway**

**Corona Virus: Can  
Cultural industry  
survive?**

**PAINT endorses  
Food and Nutrition  
initiatives**





# PAINT NEWSLETTER

## Economic development for artistes

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**PAINT NEWSLETTER** is an official publication of a Community Based Organisation (CBO), Peace Arts International (PAINT). The newsletter aims at profiling economic development of artistes in Chipinge district of Zimbabwe and beyond. The publication has taken all precautions to ensure that the information contained in this newsletter is correct by the time of publishing. Views expressed in this publication are purely that of **PAINT NEWSLETTER** and don't reflect those of funding partners.

PAINT - 2020

# Editorial

THE world went into panic mode when the global pandemic Corona Virus (Covid 19) rocked the inhabited earth. The effects of this scourge spared no one including artists and culturalists.

World Health Organisation (WHO) gave guidelines which people might follow in order to reduce their chances of contracting Covid 19. Among major activities to be done is maintaining of health standards such as sanitising surfaces, washing of hands, putting on face masks and others.

Artists should take health issues seriously since staying safe is the ideal thing to do.

To stay healthy, a person has to watch out for her nutrition. Peace Arts International is now focusing on how best its members can maintain best nutrition. The move saves both as a health move as well as income generating initiative.

It is encouraging to note that the creative industry in Chipinge and Chimanimani can make strides to keep its head above the water despite the travel restrictions imposed worldwide. This can be enabled by online marketing.

# MESSAGE FROM THE EXECUTIVE ARTISTIC DIRECTOR

**T**HE global pandemic of Corona Virus (Covid 19) is a crisis which has negatively impacted the creative industry's progress in the year 2020. Our project wasn't spared as well.

Peace Arts International had penciled an arts workshop for artists in April this year to take place at Checheche. It had to be cancelled due to the Covid 19 lockdown restrictions.

Our organisation had a target of producing three cultural documentary films by September this year but the projects have been deferred with the hope that by the forthcoming year lockdown restrictions would have been eased.

A natural phenom-

enon usually constitutes themes for creative works.

For instance, when Chimanimani and Chipinge districts were ravaged by Tropical Cyclone Idai in March 2019, several artist(s) in Zimbabwe rushed to produce Cyclone Idai themed works.

The same goes with Covid 19. We have witnessed a lot of artistes seeking relevance in the disease era.

To be frank, the world has received enough awareness on how Corona Virus can spread, its effects and how to prevent it.

Therefore, it calls for an individual artist to be so creative if Covid 19 becomes her theme. Remember, repetition leads



to boredom.

It is my sincere hope that we are banking our products so that they will be due for marketing when the situation improves for the better.

*Abambo Steve*







# Corona Virus: Can cultural industry survive?

**C**ORONA Virus (COVID 19) has taken the world by storm. In order to curb the spread of the disease, world governments have imposed bans on travel. The cultural industry depends on travel. How can the cultural industry survive under such a situation?

In order to map a way forward, tourism players in Chipinge and Chimanimani, Zimbabwe held a WhatsApp based discussion recently under the banner "Culture and Arts Development."

The discussion was coordinated by Peace Arts International (PAINT) in collaboration with Ndau Festival of the Arts

(NDAFA).

The Vice Chairperson of Peace Arts International, Ten Munhazu assisted by the Chairperson of Ndau Festival of the Arts (NDAFA) Philip Kusasa moderated the discussion.

The artistes invited marketing officials from Zimbabwe Tourism Authority (ZTA) Manicaland and Lowveld regional offices to give them technical advice on how they can face the future.

Participants included artists, culturalists, district officers from women affairs ministry, youth and culture ministry, and a representative from National Arts Council.



*Philip Kusasa*

During the discussions culturalists and artists were worried about the future of the creative industry in Zimbabwe.

"Cultural industry depends

on cultural tourism. A ban or restriction in travel translates to a huge blow in the cultural business. How can we save the industry?" asked one participant.

In response, Zimbabwe Tourism Authority Manicaland region's Tsitsi Madzingo encouraged the players to market themselves on digital platforms.

"Culture and arts should try by all means to be visible on digital platforms especially social networks such as Facebook, Instagram, WhatsApp, Twitter and others. Players should open accounts on such platforms and market their products. That way the industry can survive," said Madzingo.

Some players outlined that they might find the going tough on being regularly present on the digital platforms

since Chipinge and Chimanimani cultural industry is based in rural areas where internet connectivity is a huge challenge.

Rachiel Danda from Zimbabwe Tourism Authority Lowveld region encouraged the players to lean on each other in order to succeed.

"Those who have internet access and are already active on digital platforms should help market products by needy counterparts. I wish to comment that Chipinge and Chimanimani areas have rich cultures which, if players unite in marketing the region online, the cultural industry shall boom when the situation improves," said Danda.

After the deliberations, an online platform named Zvedu Creative Market offered to work with Chipinge and Chimanimani cultural industry.

Zvedu has started to register users to market their products through its website.



*Rachael Danda*



*Tsitsi Madzingo*



## What is online marketing

**A**CCORDING to one of the world's leading progressive delivery and experimentation platform named [www.optimizely.com](http://www.optimizely.com) "Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers.

The methods and techniques used for

online marketing include platforms such as email, social media, display advertising, search engine optimisation, Google AdWords and many more.

"The objective of marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socialising online."



# Embrace crisis communication to mitigate impact of COVID19

**Z**imbabwe Institute of Public Relations (ZIPR) has encouraged businesses in Zimbabwe to embrace holistic and collective crisis communication approaches in order to mitigate the impact of Corona Virus (COVID-19) in the wake of a spike in infections recorded in workplaces across the country.

Speaking at a virtual Zimbabwe Institute of Public Relations (ZIPR) Masterclass held on Thursday as parts of efforts to improve organisational communications in the wake of the COVID-19 pandemic, the Public Relations and Communications Manager for the Zambezi River Authority (ZRA) Elizabeth Karonga, observed that organisations needed to be more proactive in engaging the stakeholders on COVID19 and how it was affecting their operations.

Said Karonga, "The organisation has an obligation to proffer proactive and fast communication to its stakeholders to maintain good relations.

"Staff members are particularly vulnerable as the challenges caused by the COVID19 pandemic require focus amid uncertainty. Staff members thus need consistent and accurate information and guidance which is actionable so that they can



*Elizabeth Karonga*

support and protect the organisation as well as the community at large," she added.

The Zambezi River Authority spokeswoman pointed out that employers needed to reassure employees that their dedication to duty was valued and they would do as much as they could to ensure that they are safe while travelling to and from work and while they are going about their duties in their workplaces.

She also observed that there was need for organisations to also earn trust and build re-

lationships with their external stakeholders especially during such difficult times.

"There is need to earn trust, strengthen and build relationships with external stakeholders impacted your operations during this uncertain time. Shareholders require the company to have a plan for continuum to conduct business without compromising health and safety measures," added Karonga.

Karonga's call comes in the wake of a high number of statements issued by various organisations indicating that

their employees had tested positive to COVID19.

This is in spite of Government calls for organisations to be vigilant in ensuring their staff are tested and work environments adhere to World Health Organisations (WHO) guidelines on preventative practices.

Zimbabwe recorded its first COVID19 case in March leading to a national lockdown that saw a shutdown of all sectors of the economy.

The easing of the lockdown in recent weeks allowing certain sections of the economy to reopen has seen an increase in the number of businesses opening up their premises to both employees and customers.

With the increase in COVID19 infections around the country, workplaces have gained the spotlight as epicentres of the pandemic due to the spate of positive cases recorded in employees who have contracted the virus whilst at work.

In response to this, the ZIPR has initiated a programme to capacitate business leaders and public relations practitioners to communicate effectively with their various stakeholders.

Zimbabwe Institute of Public Relations President, Godfrey Koti said the organisation shall seek ways to improve communication.

Said Koti, "Our mandate as a body is keep finding improved and more effective ways of communicating in the workplace. We are here to capacitate the nation's communicators.

"These Masterclasses are meant to touch on various aspects of strategic information dissemination during these difficult times when faced with a pandemic.

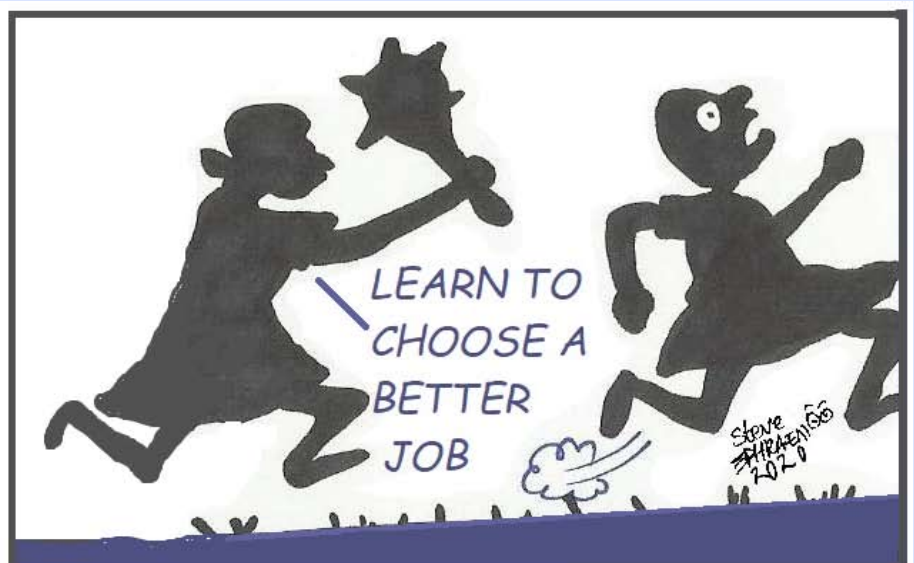
"We recognise that communication plays a critical role in reducing the negative



Godfrey "Chief" Koti

impact of the pandemic subsequently saving lives primarily in the workplace."

The Zimbabwe Institute of Public Relations is the premier professional body for public relations practitioners in Zimbabwe. Established in 1966 it is one of the oldest professional associations in Africa with the aim of promoting the development of public relations in Zimbabwe.







# PAINT endorses Food and Nutrition initiatives

A few months ago when one set her eyes on the Gombati-Ngaone earth road which was by then rough, a first time visitor would have been tempted to think that the whole Ngaone area where the road heads had nothing better to offer.

The road is now being rehabilitated by government.

This day, the savannah type of vegetation that greets a traveller at Gombati reminds one of low dry areas of the Lowveld or Natural Farming Region 4 and 5.

As one passes Samhutsa business centre towards Masonga, the view of Tanganda

River which was severely damaged by Tropical Cyclone Idai in March 2019 makes a tourist wonder why the natural water way has received such a curse.

Cruising further from Masonga where a makeshift bridge enables people to cross Tanganda River, the view of Toti area greets a traveller. As one starts to cruise atop a hill, she arrives at a junction which separates Toti and Ngaone areas.

The uphill cruise is one of the most memorable experiences due to the current state of the earth road.

Completing the uphill expe-

dition from Toti, a visitor is then greeted by Ngaone business centre.

The centre is about 60km north west of Chipinge town.

The communal business centre is still in its slumber. It boasts of a clinic, several general dealer shops and a small scale timber saw mill.

Just a few hundred metres from the business centre is Tsododo village. The village has a business centre well known as Derera. About half a kilometre from the business centre is where Changazi River demarcates Chipinge and Chimanimani districts.

Tsododo village is unpopular



this day but has potential to become one of the most sort settlements in the near future due to some cummunal developments taking place in the area.

Tsododo village is home to a spirit medium named Mbuya Chanaka (of the Makopa spirit medium.) She is one of the most revered spirit mediums in Zimbabwe. Her history is attached with the liberation struggle of the country.

Just a few metres away from Mbuya Chanaka's sacred forest, stands another woodlot which boasts of the holy rock attached to the foundation of Apostle Dr Ezekiel Guti's Zimbabwe Assemblies of God Africa (ZAOGA) Forward in Faith Ministries International.

Outside the revered woodlot is construction of an institution of higher learning by Dr Guti's Zimbabwe Ezekiel Guti University.

Apart from the timber processing activities taking place in the area, Tsododo village's is a hive of health upkeep as well as Food and



*Vegetable gardening requires a reliable water source. Africa Ahead rehabilitated natural springs at Ngaone (top picture) and Samhutsa (bottom picture). The natural water springs help supply clean water for human consumption as well as gardening*





*Some homes have fruit trees as part of the food and nutrition projects.*



*Thandiwe Mahlangu*

Nutrition (FAN) (FAN) clubs spearheaded by a development partner called Africa Ahead.

Peace Arts International (PAINT) descended onto Ngaone recently to learn how artists and culturalists can improve their health and nutrition in this era of Corona Virus (COVID 19) global pandemic.

The PAINT team comprised of the director of Operations herself, performing arts coordinator Mr Gerald

Mucheto, director of Administration, Ms Irene Mlambo, executive Artistic Director, Steve Ephraem, youth representative Ms Shamiso Munongodeyi and women projects coordinator Ms Precious Mhlanga.

The team led by Ms Thandiwe Mahlangu, was impressed by how Africa Ahead, represented by Field Officer Mr Canaan Makusha has managed to rehabilitate several natural water springs in the Ngaone area at Samhutsa, Toti and Tsododo.

"Clean water is a key to good health. When people access clean water for drinking and more for gardening, it means that their health is granted," said Ms Thandiwe Mahlangu.





*Poultry and rabbits production is part of some members' FAN activities*

The PAINT team leader also added that artists have to find other income generating projects in order to survive.

"The creative industry is not paying well due to restrictions imposed on travel and gathering by authorities worldwide in order to curb the spread of Corona Virus. As artists we have been struggling to make ends meet since the lockdown period.

"PAINT considered that we should engage into something productive to complement mainstream creative industry. That is why we came up with food and nutrition initiatives," she said.

"Our trip to Ngaone has been an eye opener since we learnt that Food and Nutrition



*The Ngaone FAN clubs recycled timber off-cuts to make perimeter fence for their nutrition gardens.*





*FAN members save their finances from garden sales and share dividends after six months*



*Treasurer Enety Gwiza*

(FAN) initiatives can flourish in any area if people put heads together. We were humbled to see women of various ages participating in key activities like health clubs, livestock rearing, gardening initiatives and savings clubs," added Mahlanganiso.

Giving an overview of the nutrition projects, treasurer for Rujeko FAN club, Mrs Enety Gwiza of Tsododo village revealed that their livelihood has improved since the inception of the FAN clubs.

"Tsododo village has 74 members comprising of 70 females and 4 males who are actively involved in food and nutrition projects.

These members graduated from health clubs which seek to maintain a health community," said Gwiza.

The FAN club treasurer indicated that establishment of the projects was done using readily available resources.

"We recycled wire and dead wood to construct garden fences. Africa Ahead supported us with start-up seed. When the gardens flourished, we agreed that a member is allocated at least one bundle of each vegetable type per week. All other produce is sold and the money is saved," said Gwiza.

"We thank local leadership for availing land for the nutrition gardens. Most of the garden produce is sold and



we do savings from the sales. Members share dividends after six months.

"We are not using irrigation by now but acquire water from streams and natural water springs. Our hope is to get irrigation equipment so that we can expand the projects," added Gwiza.

Village head Jonathan Tsododo confirmed that members of the FAN clubs are faring well as far as income generation is concerned.

"The FAN members are saving money from vegetable sales and share dividends every six months. This has improved members' livelihoods," he said.

Peace Arts International is working in consultation with two university students doing honours degrees in Food Science and Technology to advise PAINT members on nutrition. The two are Ms Tatenda Ngwere a Part 4 student at Chinhoyi University of Technology and Ms LovePeace Meda a Part 2.2 student at Midlands State University.

Commenting on the need for nutrition, Ms Lovepeace Meda said: "Good nutrition is an important part which leads to a healthy lifestyle. Combined with physical activity,



*Lovepeace Meda*



*Tatenda Ngwere*

one's diet can help to reach and maintain a healthy weight.

"It also reduces risk of chronic diseases such as that of the heart and cancer thereby promoting overall health hence lengthening one's life. It is very expensive to be unhealthy," added Meda.

Ms Tatenda Ngwere commented: "The old adage that



*Village head Jonathan Tsododo*



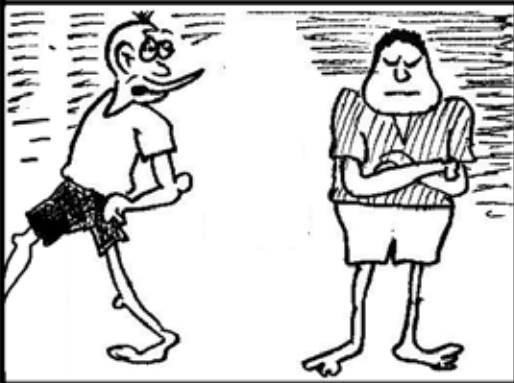
*Africa Ahead's Canaan Makusha*

prevention is better than cure is very true with regards to nutrition and health. Nutritious food help boost immune system hence people live longer and healthy."

PAINT artists shall undertake the Africa Ahead's FAN model into their homes.

# TOLOPI PLAYS HIDE AND SEEK GAME

ONE NIGHT, TOLOPI AND GUSHA DECIDED TO PLAY A GAME CALLED HIDE AND SEEK.



TOLOPI HID IN A BIN THAT WAS EMPTY.



AFTER A SHORT WHILE, HE FELL ASLEEP.



GUSHA SEARCHED BUT COULDN'T FIND TOLOPI



SO GUSHA RUSHED TO TELL TOLOPI'S MOTHER THAT TOLOPI WAS MISSING



TOLOPI'S MOTHER AND GUSHA WENT TO REPORT HIM TO THE POLICE



THE FOLLOWING DAY, THE OWNER OF THE BIN CAME TO THE BIN



AND THREW SOME HOT ASH INTO THE BIN

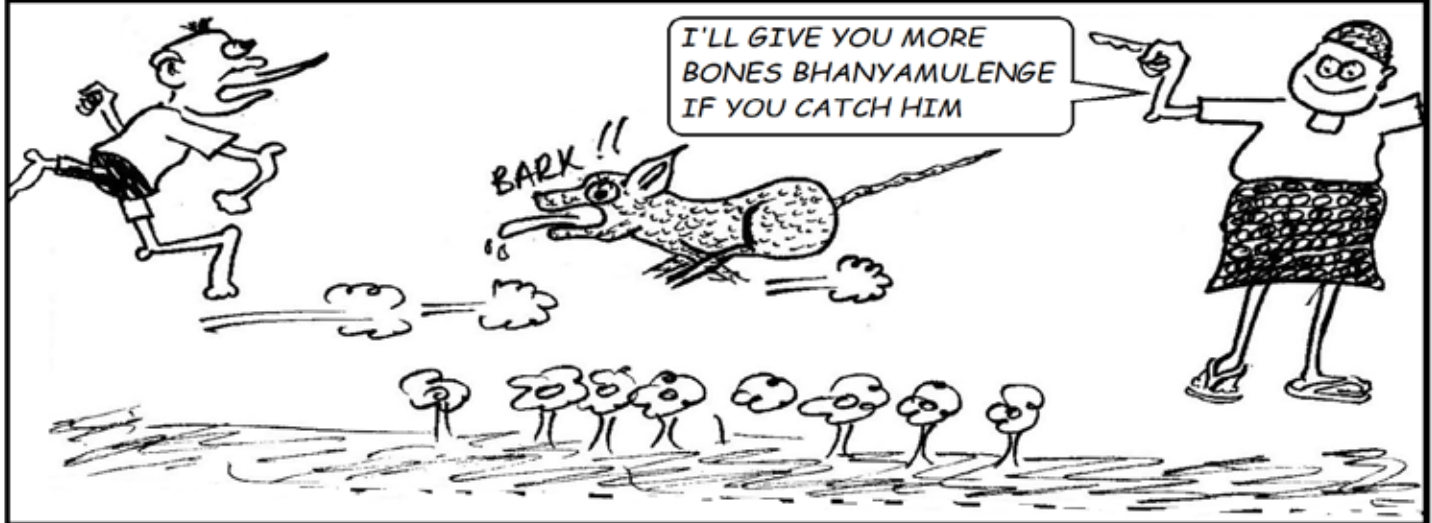


THAT'S WHEN TOLOPI WOKE UP DUE TO THE HEAT AND RAN AWAY.





THINKING THAT TOLOPI WAS A THIEF, THE WOMAN SENT HER DOG CALLED BHANYAMULENGE TO CATCH TOLOPI.



TOLOPI CLIMBED UP A PAW PAW TREE.



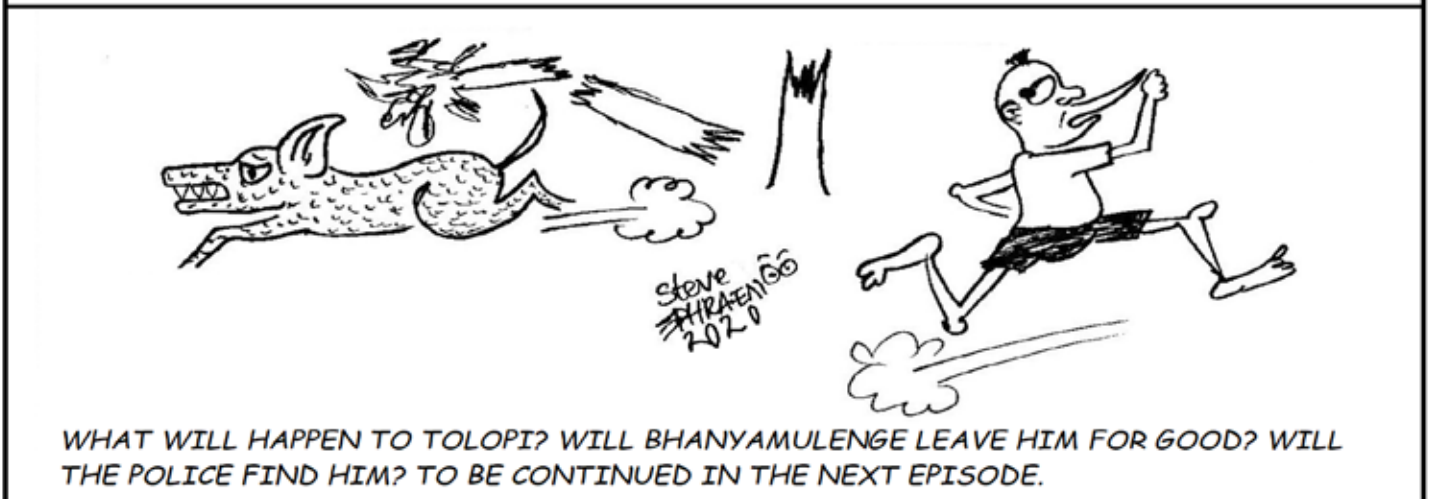
BUT THE PAW PAW TREE WAS ROTTEN



SO HE FELL UPON THE DOG, BHANYAMULENGE.



DUE TO PANIC, BOTH TOLOPI AND BHANYAMULENGE RAN IN A DIFFERENT DIRECTIONS IN ORDER TO BE SAFE.



WHAT WILL HAPPEN TO TOLOPI? WILL BHANYAMULENGE LEAVE HIM FOR GOOD? WILL THE POLICE FIND HIM? TO BE CONTINUED IN THE NEXT EPISODE.

*Meet your musicians*

# Ronnie Mudhindo

## From Utakataka Express to Vazvamburi

**R**ONNIE Mudhindo's musical journey is not complete without the mentioning his early days with the late Tongai "Dhewa" Moyo and Utakataka Express band. The reference involves both sweetness and sourness.

Utakataka fans may remember him on stage as well as the song called Murozvi Mukuru (Samanyemba) when Dhewa chanted:

*"Uyu ndiani,  
Samanyemba yaya yaya,  
Samanyemba.  
Uyu ndiRonnie,  
Samanyemba yaya yaya,  
Samanyemba.  
Mukomana murefu uyu,  
Samanyemba yaya yaya,  
Samanyemba.  
Munomuziva mose,  
Samanyemba yaya yaya,  
Samanyemba."*

That was sweet.

Things seem to have taken a twist when Ronnie departed from Utakataka Express after their



**Ronnie "Vazvamburi" Mudhindo**



recording of Chingwa album.

Analysts think that the late Dhewa penned the song Muchina Muhombe in retaliation to Ronnie when he sang:

*"Aripo akakunyepera  
Kuti watova muchina  
muhombe."*

(Someone fooled you that you are now a heavy machine).

If proven to be true, then it was a sour end to a work relationship!

Today, the Kwekwe-born Mudhindo, nicknamed Vazvamburi, is really a heavy machine leading Orchestra Vazvamburi band. Ronnie is a regular feature at Boksburg Hotel in Johannesburg, South Africa where he launched his fifth album named Dhara Harimhanyi.

The 44-year old singer who also works as a designer, a heavy-machine operator at a mine and was the Brand Ambassador for money transfer entity, Mukuru.com indicated that the six-track album is a business and social commentator.

Said Mudhindo, "A lot of new comers, be they people or businesses employ short cuts and unorthodoxy means to get to the top. Anyone worth his/her taste doesn't rush for positions and success. That's why I am saying Dhara Harimhanyi (the worthy doesn't rush)."

Ronnie Mudhindo met Tongai Moyo at Sheperd Musekiwa's Shirichena Express when Tongai was coming for guitar lessons. Ronnie himself had

already begun playing the bass guitar but fine tuning his skills with the group.

Later, the two decided to form their own outfit which they named Kwekwe 5 but later renamed it Utakataka Express after the late afro jazz icon Dr Oliver Mtshudzi advised them not to use numbers in their group names.

Mudhindo collaborates with several musicians from Zimbabwe who are plying their trade in South Africa. He was the feature bassist in a song called "Mkoma Ronnie" by Johannesburg based Chimurenga music maestro, Kendyman Kobiri.

Ronnie featured in a song named "Svilo sva vanhu" by Cape Town based firebrand Marhula music icon Peter "Dr Nzvedas Kahle Kahle" Mathonsi. Chipinge born Stuart Citro Dhobha was on drums.

Mudhindo also collaborated with Tongai Moyo's son Obed "Tongai Junior" Moyo in a single called "Dzinza rinokosha."



Ronnie "Vazvamburi" Mudhindo

However, some sections of the music fraternity criticised the collaboration saying that Ronnie was seeking relevance by undertaking the Tongai Junior project.

Ronnie hit back saying that he was not seeking any relevance since it was his norm to help artistes in need of perfecting their music trade especially those from his home area, Kwekwe.





# Ndau Festival of the Arts documentary set for release



CULTURAL films are curving a niche in Chipinge and Chimanimani's creative industry with the coming of a 48 minute documentary film named "Natural Disaster Awareness - Through the Arts."

The Ndau language documentary which was under-

taken by Ndau Festival of the Arts in collaboration with Media yaAfrika is earmarked for the Zimbabwean audience.

The film was produced by Philip Kusasa, with the script written by Irene Mlambo. The production was assisted by Marilyn Mudhaya, narrated

by Chomunorwa "Chom-nux" Machaka and edited by Steve Ephraem.

The film seeks to give education on how best people can prepare for natural disasters before they occur.

The theme was motivated by how Tropical Cyclone Idai which ravaged Chipinge and Chimanimani districts in March 2019 destroyed human life, livestock, infrastructure, investment and livelihoods.

Speaking on the project, the producer indicated that the Chipinge and Chimanimani region might face more disasters so people need to prepare.

"Natural disasters do occur and shall occur. As the artists and artistes, we want the creative industry to reach out



to communities and educate them that climate change is real. It's the one that is causing these natural disasters" said Kusasa.

The producer added that women are the most affected people whenever a disaster strikes.

"Ndaufestival of the Arts value women, therefore a women museum is a permanent feature at our venue, Paiyapo Arts Development and Heritage Centre.

"A Chipinge based artist whose works are also being exhibited in some parts of Germany, Edwin Hlatwayo, exhibits paintings which por-



tray women themes.

"Unfortunately when disasters strike, women are the most affected" added Kusasa.

The documentary which

showcases various aspects of Ndaufestival culture such as dances, poetry, music and literature shall be released anytime from now.

## New Ndaufestival song release

South African music company, APOPO Pty Ltd has released a Ndaufestival language song for online playing and downloading. The song **Mwana We Mundau** was performed by Dr Silvester Hlati and was produced by promoter and leading jazz music producer, Ali Gumbi Moyana.

**Mwana We Mundau** can be played or downloaded on the following sites and links:

### Amazon Music

<https://www.amazon.com/Mwana-we-Mundau/dp/B088TGRP18>

### Deezer

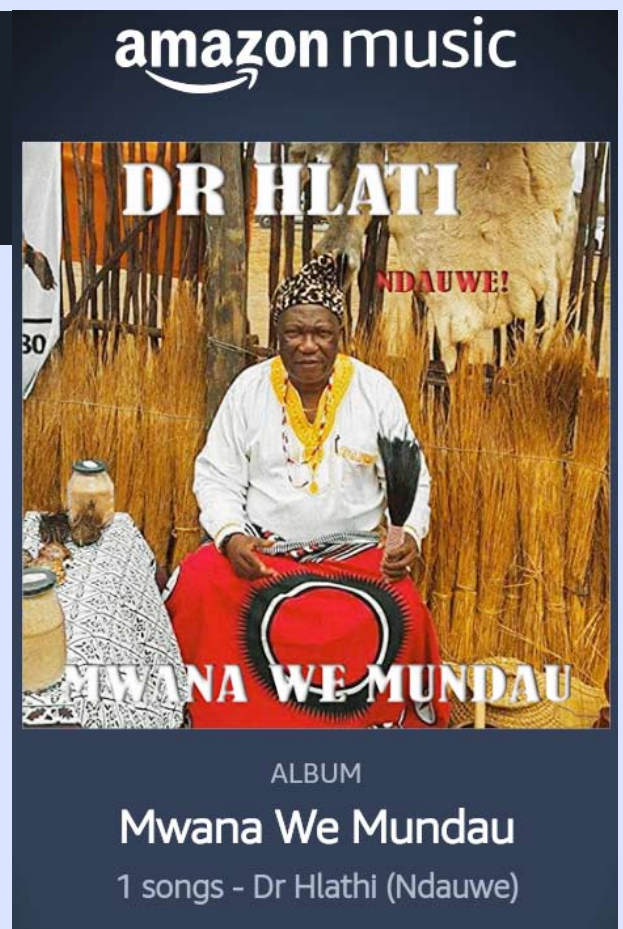
<https://www.deezer.com/en/album/149234692?deferredFI=1>

### Tidal

<https://www.tidal.com/browse/album/142025253>

### Apple Music

<https://music.apple.com/zw/album/mwana-we-mundau-single/1514043835?uo=4&app=music>



# Cultural TV drama series underway



**P**EACE Arts International (PAINT) is participating in the making of a drama television (TV) series named Vintage which is going to be set in Chipinge and Chimanimani areas.

The drama television project is being undertaken by filmmakers under the Cultural Film Productions banner. The consortium of filmmakers seeks to produce films that help African people to uphold their culture.

Cultural Film Productions incorporates Royal Filming, Peace Arts International (PAINT), Vivid Entertainment Zimbabwe (VEZ) and Simz Filmz.

According to the coordinating producer, Mr Basil Farai Manyumwa of Royal Filming, the production seeks to expose both the local talent and the African culture to the world.

Said Manyumwa: "The drama television series is a 13 episode project that shall use Ndaou and English languages. The cast comprises of experienced actresses/actors as well as new comers. We are excited by the unity of purpose during the preproduction phase."

Mr Manyumwa added that Africa culture should not be underrated.

"We have African people

who deliberately chose to alienate themselves with culture of the Motherland. Our title Vintage denotes something from the past which has high quality and representing the best of its kind.

"We feel African traditional norms, dressing, art and music are high quality. We are keen to really showcase Africa through culture," Manyumwa continued.

Mr Manyumwa revealed that the preproduction of the drama television series is moving according to plan. He said that the script is almost complete and music rights already secured.