

A TIBAKALANGA PROJECT



**TiBa
KALANGA!**

THE SILUNDIKA FAMILY FOUNDATION

PRESENTS:

THE TIBAKALANGA FESTIVAL OVERVIEW

2023



Project Title:	Miss TiBaKalanga Festival
Organization Name:	The Silundika Family Foundation
Venue And Contact Information:	<p>TG Silundika Cultural Community Centre Ward 6 Bulima District PO Box 141 Plumtree Chairman Mfundo Tsambani Tel. +263 77 382 9630 Email: tgsculturalcommunitycentre@gmail.com</p> <p>Stichting The Silundika Family Foundation Oder 20 – Unit A1950 2491 DC The Hague The Netherlands Tel.: +31643600921</p>
Registration And Legal Status:	KvK Nr 63243466
Key Contact Person:	<p>Founder & Project Manager: Felix F. Silundika Tel. +966 530930271 Email: felix.silundika@tgsilundikaculturalcommunitycentre.org</p> <p>Co-Founder: Tina Nkobi Email: t.nkobi@tgsilundikaculturalcommunitycentre.org</p>
Senior Management:	<p>Mpumelelo Ncube - Programing Mrs Virginia Ndlovu & D Nleya: Cultural Matters Mrs Ndlovu : Secretary for Finance Ms Irene Sibalo - Hospitality</p>
Geographical Coverage:	Gala Communal Area, Ward 6 Bulilima District, Matebeleland South Province



INTRODUCTION & BACKGROUND

The TiBaKalanga/We Are Kalanga Festival is not just an event; it's a story that began with a spark of inspiration. Our journey commenced during an International Cultural Marketing Workshop in July 2016, held at the TG Silundika Cultural Community Centre in the picturesque Gala village of southwestern Zimbabwe. Over two enriching days, more than 200 individuals, predominantly villagers from Bulilima District and Lupane State University, converged to participate in this transformative workshop.

Guided by the wisdom of a globally acclaimed expert in marketing indigenous cultural festivals, Prof. Gordon Bronitsky, PhD, from the United States, the workshop nurtured a fertile ground for collaboration, creativity, and innovation. Amidst spirited group discussions and the exchange of insightful ideas, a profound dedication emerged – a dedication to shape a tangible outcome that would celebrate and preserve the Kalanga culture in all its magnificence.

The seeds of this vision, planted during that workshop, blossomed into the concept of the TiBaKalanga/We Are Kalanga Festival. It was born from the collective passion and shared dream of a vibrant and thriving Kalanga cultural festival, one that would encapsulate the essence of our heritage and unify our community.

As we embark on this cultural odyssey, we invite you to join us in celebrating the rich tapestry of the Kalanga culture. The TiBaKalanga/We Are Kalanga Festival is not just an event; it is a testament to our resilience, creativity, and the unbreakable bond that binds us as Kalanga people. Together, we shall make this festival an unforgettable journey of cultural pride and unity.

FESTIVAL INFORMATION

The TiBaKalanga/We Are Kalanga Festival, a delightful two-day extravaganza, is more than just an event; it is an embodiment of our cultural heritage, rooted in a remarkable journey that began with an international cultural marketing workshop at the TG Silundika Cultural Community Centre in 2016. Facilitated by a distinguished US Anthropologist, this workshop sowed the seeds of our festival, nurturing the vision of celebrating and preserving the Kalanga culture.

The Festival Experience

This family-friendly outdoor gathering offers a kaleidoscope of activities designed to immerse attendees in the beauty of Kalanga culture.

At the TiBaKalanga/We Are Kalanga Festival, we invite you to embark on a journey into the heart of Kalanga culture. Our two-day family-friendly outdoor extravaganza promises an array of activities that immerse you in the rich tapestry of our heritage. With a commitment to promoting and sharing our traditions, this festival offers an engaging and diverse range of experiences:

Local Performances: Be enchanted by exceptional local artists, dancers, and captivating storytellers who grace our stage with their talent, weaving tales of our culture's beauty.

Educational Programs: Elevate your awareness of our cultural and historical heritage through enlightening and inspiring educational programs. The Library Project Team will highlight their year-long activities, shedding light on our collective knowledge.

Cultural Artefacts and Handicrafts: Step into the world of Kalanga craftsmanship, where artisans showcase exquisite cultural artefacts and handicrafts, offering a glimpse into our artistic traditions.

Innovative Village Hospitality (VOTEL): Immerse yourself in the unique concept of "VOTEL," where you can spend a night in your chosen village for a fee. This fosters cultural exchange and economic empowerment, creating unforgettable memories.

Empowering the Youth: Witness schoolchildren actively participating in various competitions, amplifying their talents, and learning from local, regional, and international performers who grace our festival stage.

Vendor Diversity: While we place a special emphasis on supporting local vendors, we warmly welcome participants from all corners, fostering a sense of inclusivity and unity.

Community Impact: Our festival extends its embrace to the villagers of Gala and surrounding communities. It provides local farmers with a platform to sell their produce and empowers artisans and craftspeople to share their creations without extensive travel.

Infrastructure Development: As a catalyst for positive change, the festival attracts attention and resources from local, regional, and national levels. This contributes to infrastructure development, including improvements to roads, water, electricity, and more.

Join Our Cultural Journey

The TiBaKalanga/We Are Kalanga Festival is not merely a celebration of culture; it's a powerful catalyst for economic advancement within the Kalanga community. It also fosters a cultural exchange that enriches both our community and the world. It's a harmonious blend of tradition and progress, creating a lasting legacy of unity, pride, and prosperity.

Festival Projects

Within the festival's umbrella, several exciting projects come to life:

1. The Road to Miss TiBaKalanga – Village Beauty Pageant: Communities surrounding the Cultural Community Centre compete in this vibrant pageant. Winners earn the right to contend for the crown at the Miss TiBaKalanga Beauty Pageant.

2. Miss TiBaKalanga Beauty Pageant: A celebration of grace and beauty, this pageant crowns the Queen of TiBaKalanga, who becomes a cultural ambassador for our community.

3. 'Wrap and Run' Running Race: Our race aims to enhance the Bulilima District community experience and promote social cohesion through sports. The 10K race, initiated in 2015, encourages youth to channel their energy into healthy competition and self-improvement. Participants also enjoy the Senior Walk and the Under 12's Run.

Stay Updated

Stay tuned for the latest festival updates on our blog, where the heart of Kalanga culture beats in every celebration. Join us on this cultural journey, and together, let's create cherished memories while preserving our heritage for generations to come.

ANTICIPATED EXPENDITURES

The TiBaKalanga/We Are Kalanga Festival, hosted at our esteemed Cultural Community Centre, is a testament to our commitment to celebrating our culture and community. As we embark on each festival, we anticipate various expenditures to ensure the event's success. While these anticipated expenses are subject to annual adjustment based on specific festival needs, we provide an estimate to offer insight into our financial expectations for the festival:

Infrastructure Enhancements: To transform our Cultural Community Centre into a welcoming and vibrant festival venue, we allocate funds for infrastructure enhancements, ensuring a comfortable and culturally immersive environment for all attendees.

Artist and Performer Fees: Our festival prides itself on presenting exceptional talent and performers. This category covers fees and accommodations for these artists, contributing to the festival's overall entertainment quality.

Marketing and Promotion: Successful promotion is essential to reach a broader audience and generate enthusiasm for the festival. Expenditures in this category support marketing materials, advertising, and promotional activities, increasing the festival's visibility.

Educational Programs: Our commitment to raising awareness about our cultural and historical heritage involves organizing educational programs. Funds are allocated to create enlightening and inspiring initiatives for festival attendees.

Cultural Artefacts and Handicrafts: To showcase the exquisite craftsmanship of our local artisans and cultural artefacts, we allocate resources to support their participation and exhibitions, preserving our artistic traditions.

Community Initiatives: Initiatives such as the innovative Village Hospitality (VOTEL) program, empowering youth competitions, and supporting local vendors remain central to our festival's mission. Funds are designated to implement and sustain these community-focused projects.

Infrastructure and Community Development: In addition to the festival, we aim to contribute to the long-term development of our community. Funds directed here facilitate infrastructure improvements, including roads, water, electricity, and more, fostering lasting progress.

Miscellaneous Expenses: This category serves as a contingency fund to address any unforeseen or miscellaneous expenses that may arise during the festival's planning and execution. It ensures that we can adapt and overcome unexpected challenges while maintaining the festival's success.

We manage these funds with utmost responsibility, ensuring that they are utilized efficiently to deliver a memorable and culturally significant TiBaKalanga/We Are Kalanga Festival at our Cultural Community Centre. As each festival approaches, we will provide an updated breakdown of anticipated expenditures, reflecting the most current financial projections and

any necessary adjustments made during the planning process. Our commitment to transparency underscores our dedication to the festival's success and sustainability.

CONCLUSION: A CELEBRATION OF HERITAGE, A CATALYST FOR COMMUNITY

In conclusion, the TiBaKalanga/We Are Kalanga Festival epitomizes our steadfast dedication to preserving the rich tapestry of Kalanga culture while propelling our community forward. This annual extravaganza is a vibrant celebration that not only showcases our heritage but also serves as a catalyst for growth, unity, and prosperity.

With each passing year, we embark on a cultural odyssey that honors the traditions of our ancestors, celebrates the vibrant present, and paves the way for a brighter future. Together, we honor our past, revel in the present, and create a lasting legacy that will continue to inspire generations to come.

Join us on this cultural odyssey where the heart of Kalanga culture beats in every moment of celebration.



PRESERVING AND PROMOTING THE KALANGA CULTURAL HERITAGE