

A TIBAKALANGA PROJECT



**TiBa
KALANGA!**

THE SILUNDIKA FAMILY FOUNDATION
PRESENTS:

THE TIBAKALANGA FESTIVAL

2025



Project Title:	Miss TiBaKalanga Festival
Organization Name:	The Silundika Family Foundation
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Geographical Coverage:	Gala Communal Area, Ward 6 Bulilima District, Matebeleland South Province



INTRODUCTION & BACKGROUND

The TiBaKalanga/We Are Kalanga Festival is more than just an event; it's a living story that began with a spark of inspiration and a vision to celebrate Kalanga culture. This journey traces its origins back to July 2016, during an International Cultural Marketing Workshop held at the TG Silundika Cultural Community Centre in the picturesque Gala village of southwestern Zimbabwe. Over the course of two enriching days, more than 200 participants, primarily villagers from Bulilima District and students from Lupane State University, gathered to embrace this transformative experience.

Led by the expertise of Prof. Gordon Bronitsky, PhD, a globally renowned authority on marketing indigenous cultural festivals, the workshop became a fertile ground for collaboration, creativity, and innovation. Through lively group discussions and the exchange of groundbreaking ideas, a shared commitment emerged: to create something enduring that would honour, preserve, and showcase the magnificence of Kalanga culture.

From this moment of collective passion and innovation, the TiBaKalanga/We Are Kalanga Festival was born. The seeds planted during that workshop blossomed into a vibrant cultural celebration that encapsulates the essence of Kalanga heritage and fosters a sense of unity within the community.

As we mark the 10th anniversary of the TG Silundika Cultural Community Centre in 2025, this festival stands as a testament to our resilience, creativity, and unbreakable bond as Kalanga people. It is a celebration of the past, a reflection of the present, and a beacon for the future of our culture.

We invite you to join us on this extraordinary journey—a journey of pride, unity, and cultural enrichment. The TiBaKalanga/We Are Kalanga Festival is not just an event; it's a shared celebration of who we are and the stories that bind us together.

FESTIVAL INFORMATION

The TiBaKalanga/We Are Kalanga Festival, a delightful two-day extravaganza, is more than just an event; it is a vibrant celebration of Kalanga culture and heritage. Rooted in a remarkable journey that began with an international cultural marketing workshop at the TG Silundika Cultural Community Centre in 2016, the festival has grown into a powerful platform for unity, tradition, and progress. Facilitated by a distinguished US anthropologist, this workshop planted the seeds of what has become a treasured annual event.

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 our heritage. With a commitment to promoting and sharing our traditions, the festival offers a rich and engaging experience:

Local Performances: Be enchanted by talented local artists, dancers, and captivating storytellers who grace the stage, weaving tales of Kalanga culture's beauty and resilience.

Educational Programmes: Discover our cultural and historical heritage through inspiring educational programmes. The Library Project Team will share their year-long activities, showcasing the richness of Kalanga knowledge and traditions.

Cultural Artefacts and Handicrafts: Immerse yourself in Kalanga craftsmanship as artisans display exquisite cultural artefacts and handicrafts, offering a unique glimpse into our artistic traditions.

Innovative Village Hospitality (VOTEL): Experience "VOTEL," a unique opportunity to stay in a chosen village for a fee, fostering cultural exchange, economic empowerment, and unforgettable memories.

Empowering the Youth: Watch schoolchildren actively participate in competitions that amplify their talents and foster learning from local, regional, and international performers who grace the festival stage.

Vendor Diversity: While we proudly prioritise local vendors, we warmly welcome participants from all corners, fostering inclusivity and unity.

Community Impact: The festival extends its embrace to the villagers of Gala and surrounding communities, providing local farmers with a platform to sell their produce and empowering artisans to share their creations.

Infrastructure Development: By attracting local, regional, and national attention, the festival contributes to infrastructure development, including roads, water, and electricity improvements, positively impacting the surrounding communities.

Festival Projects

The TiBaKalanga Festival also hosts several exciting projects that enhance the celebration:

1. **The Road to Miss TiBaKalanga – Village Beauty Pageant:** Surrounding communities compete in this vibrant pageant, with winners earning 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 serves as a cultural ambassador for our community.
3. **Kalanga Traditional Food Culinary Competition:** A new and exciting addition, this competition showcases the culinary artistry of our people. Participants blend traditional techniques and flavours to create dishes that celebrate the richness of Kalanga cuisine.

4. **Wrap and Run Running Race:** Established in 2015, this 10K race promotes health, unity, and friendly competition within the Bulilima District. The event also features the Senior Walk and Under 12's Run, ensuring something for everyone to enjoy.

Join Our Cultural Journey

The TiBaKalanga/We Are Kalanga Festival is not just a celebration of culture; it's a powerful catalyst for economic advancement, cultural exchange, and community pride. By blending tradition and progress, the festival creates a lasting legacy of unity, pride, and prosperity.

Stay Updated

Stay updated with the latest festival news and details on our blog, and join us in preserving and celebrating our heritage for generations to come. Together, let's create cherished memories and celebrate the beauty of Kalanga culture.

ANTICIPATED EXPENDITURES

The TiBaKalanga/We Are Kalanga Festival, hosted at the esteemed TG Silundika Cultural Community Centre, is a testament to our dedication to celebrating Kalanga culture and fostering community spirit. Each festival involves thoughtful planning and budgeting to ensure its success.

While expenditures are subject to annual adjustments, we provide an updated estimate to offer transparency and insight into our financial planning for the 2025 festival:

Infrastructure Enhancements

Transforming our Cultural Community Centre into a vibrant festival venue requires funding for infrastructure improvements. This ensures a welcoming, comfortable, and culturally immersive environment for all attendees, enhancing the overall experience.

Artist and Performer Fees

Our festival is renowned for showcasing exceptional talent. This category supports fees, travel, and accommodations for artists and performers, ensuring high-quality entertainment and cultural representation throughout the event.

Marketing and Promotion

To reach a broader audience and generate enthusiasm, a portion of our budget is dedicated to marketing and promotion. This includes materials such as brochures, banners, social media campaigns, and advertising to increase the festival's visibility and engagement.

Educational Programmes

We prioritise raising awareness about our cultural and historical heritage through inspiring educational programmes. Funds in this category support the creation of enriching initiatives for attendees, such as workshops, presentations, and exhibitions by the Library Project Team.

Cultural Artefacts and Handicrafts

Supporting local artisans is central to our mission. This category funds the participation and exhibition of cultural artefacts and handicrafts, preserving and promoting Kalanga artistic traditions.

Community Initiatives

Initiatives like the Village Hospitality (VOTEL) programme, youth competitions, and support for local vendors remain pivotal to the festival. Funds allocated here empower community-focused projects, fostering inclusivity, creativity, and economic growth.

Infrastructure and Community Development

Beyond the festival, we aim to contribute to long-term development in the Gala community and surrounding areas. Allocations in this category facilitate improvements in roads, water supply, electricity, and other infrastructure, ensuring lasting benefits.

Kalanga Traditional Food Culinary Competition

As a **new and exciting addition** to the festival, this competition highlights the culinary excellence of the Kalanga people. Funds will support participant needs, judging panels, and awards to make this event memorable and impactful.

Miscellaneous Expenses

This contingency fund is essential for addressing unforeseen costs during planning and execution. It provides flexibility and ensures that the festival can adapt to unexpected challenges while maintaining its high standards.

We are committed to managing these funds responsibly, ensuring every allocation contributes to delivering a memorable and culturally significant 2025 TiBaKalanga/We Are Kalanga Festival. Updated expenditure projections will be shared closer to the event date, reflecting the latest financial needs and adjustments made during planning. Our dedication to transparency underscores our commitment to the festival's success and long-term sustainability.

Donations are always welcome to support the festival and the TG Silundika Cultural Community Centre's mission. Your contributions help us continue preserving and promoting Kalanga heritage while fostering unity and growth within our community. To make a donation, please visit [Make a Donation](#) on our website.

CONCLUSION: A CELEBRATION OF HERITAGE, A CATALYST FOR COMMUNITY

As we mark the 10th anniversary of the TiBaKalanga/We Are Kalanga Festival, this milestone epitomises our unwavering commitment to preserving the vibrant tapestry of Kalanga culture while propelling our community forward. This annual celebration has grown into a beacon of unity, progress, and cultural pride—a true catalyst for growth and prosperity within the Kalanga community.

With each passing year, we embark on a cultural journey that honours the traditions of our ancestors, celebrates the vibrant present, and paves the way for a brighter future. Together, we cherish our past, thrive in the present, and build a legacy that will continue to inspire generations to come.

This year, as we celebrate a decade of resilience, creativity, and unity, we invite you to join us on this extraordinary cultural odyssey. Let us continue to preserve and promote the beauty of Kalanga heritage, where every moment of the festival echoes the heartbeat of our community—a shared celebration of who we are and all that we stand for.



PRESERVING AND PROMOTING THE KALANGA CULTURAL HERITAGE