

The Galaxy

(MAY/JUN) 2024/ 04TH ISSUE

TETETILDER:

*A Storyteller With
Love And Warmth*

COVERSTORY

ZIMBABWE INTERNATIONAL TRADE FAIR:

*a catalyst for
industrialisation &
Trade*

BUSINESS

TATIANA

ELLIS: *An Astute,
Spirited Business
Maverick*

BUSINESS

Celebrating
Motherhood

The Galaxy

EDITOR'S NOTE

THE STORY BELONGS TO US ALL

Being a storyteller is a gratifying and endearing calling. Daily, you wake up to an expectant world ready to lend its ear to your insights, ideas and news. We do not take this responsibility for granted here at Zimpapers Radio Division. Daily, we try to come up with better methods to serve the national interest in a creative way and in a way that reflects the changing times.

This informed the birth of The Galaxy, the noble project you are reading. The journey continues unabated, and we are here for the long haul. This edition carries quite an assortment of stories and compiling them has been a learning process for us. We have amazing women who have worked hard to change the landscape of broadcasting and journalism, inspiring generations of women in the process.

We also lend our voice to partners in business who continuously try to solve people's daily problems through innovation. Of course, we have nuggets and tips that help navigate life's different questions. These are the ingredients that make The Galaxy Magazine what it is. We have no intent to make the project a monologue, so we would love to hear from you. It could be a request to have the content featured, feedback or even well-wishes. The story belongs to all of us. Thank you for being a star in our galaxy; happy reading.

Linda Muriro, Editor

DRESSED BY:
VESSEL OF HONOUR

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Editor-In-Chief

Linda Muriro

Copy Editor

Leroy Dzenga

Advertising Executive

Hillary Mashanda

Marketing Director

Ashley Mupfawa

Design & layout.

Edify Tagwirei

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Five Reasons Why **Africa** Is The World's Best Continent



BECKY K
RADIO PERSONALITY

WRITTEN BY | GALAXY WRITER

Five reasons why we love Africa

1. It is home to Zimbabwe

The best country in the world is found on the African continent.

2. Linguistic Diversity

Africa boasts an incredible number of languages; it is estimated that between 1500 and 2000 languages are spoken across the continent.

3. The mighty river Nile

Africa is home to the world's longest river, the Nile, which has sustained civilizations for millennia.

4. Most of the world's chocolate comes from Africa.

This one is a sweet fact! Africa produces a whopping 70% of the world's cocoa beans, a key ingredient in the manufacturing of chocolate.

5. World's biggest social media star:

Did you know the current most-followed TikTok creator, Khabane "Khaby" Lame, hails from Senegal?



IYATI
BUSINESS WOMAN



TENDAYI MATANGA
BUSINESS WOMAN

GOOD AFTERNOON 2024!



MARKETING CONSULTANT
| JOEL GOMBERA

*"Embrace
opportunities
and take
them head
on"*

At the beginning of the year, I wrote an article entitled Goodbye 2023, Good Morning 2024, we are almost halfway into 2024 and I will hasten to say "Good afternoon 2024". How is your year progressing? Are you on course to achieve your S.M.A.R.T goals? Have you abandoned or completely forgotten about them?

Personally, my professional life took a sudden and unexpected turn just as we got into 2024; instead of focussing on the sudden change, I quickly embraced the opportunities before me and took them head-on, and I am back on course.

Hereunder are some nuggets to rejuvenate you and assist you in achieving your goals as a manager or professional:

•**Create a routine:** Establish a daily or weekly routine that includes time for your resolutions, such as setting aside specific times for exercise, meal planning, or working on personal development goals.

•**Stay organised:** Use tools like calendars, planners, or apps to keep track of your progress and stay on top of your goals. Set reminders or alarms to help you stay accountable. My alarm sets off at 0455 hrs every day for my morning prayers. I have never ignored it thus far and am not planning to either!

•**Seek support:** Share your resolutions with friends or family members who can offer encouragement and hold you accountable. Consider joining a support group or finding a mentor who can provide

guidance and motivation. I have three prayer partners that I share my goals with, and they do the same; our prayers are very specific!

•**Celebrate your small victories:** Acknowledge and celebrate the progress you make towards your goals, no matter how small. Reward yourself for reaching milestones to stay motivated and inspired.

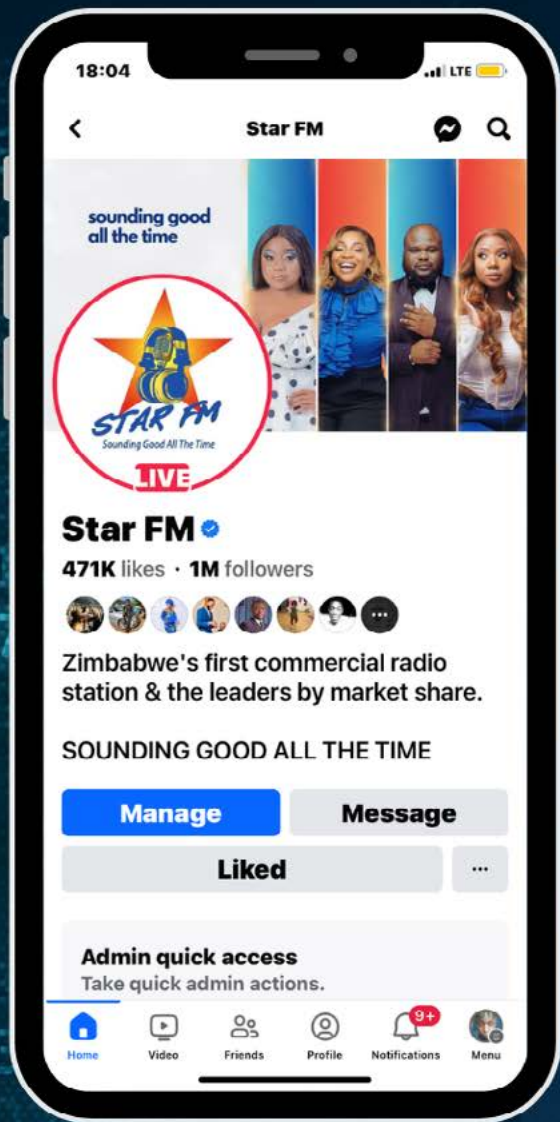
•**Stay positive:** Focus on the positive aspects of your journey towards achieving your resolutions and practice self-compassion when faced with setbacks or challenges. Remember that it's okay to make mistakes and learn from them. You will get knocked down, but by all means, get up again!

•**Stay flexible:** Be open to adjusting your goals or strategies as needed based on feedback from yourself or others. Embrace change and be willing to adapt to new circumstances that may arise throughout the year.

•**Stay committed:** Stay dedicated to your resolutions by staying focused on the reasons why you set them in the first place. Remind yourself of the benefits of achieving your goals and stay committed to making positive changes in your life.

Finally, continue committing your plans unto the Lord, and he will guide your steps.

Cheers to a strong finish to 2024!



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COVERSTORY

A STORYTELLER WITH LOVE AND WARMTH

• *Thirty-eight years of beaming inspiration into the nation's ears*

WRITTEN BY | GALAXY WRITER

Her voice is unmistakable. It carries the weight and warmth synonymous with a caring mother providing counsel. Over the years, Tilder Moyo-Karizamimba transcended roles from being merely a presenter to being an institution. Her content goes beyond the usual; it triggers elements of change. She is now widely known as Tete Tilder. In 1986, she humbly began her radio journey at 20. "I joined ZBC as a presenter, but first, I worked in the archives and was trained to be a technical

operator," she said. During this time, she awaited an opportunity to practice what she had learnt in journalism school. Eventually the opportunity came, and she started getting slots to hone her skill.

While earning her stripes as a presenter, she got to learn from the best in the business working as a producer for the late Mbuya Mlambo. Their



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WEDDING CENTRE

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| COVER STORY

show got so popular they were invited by then First Lady Mai Sally Mugabe for lunch at State House. Slowly she cemented her name as one of the most important voices in local media. Her earliest taste of nationwide prominence was when she hosted a show, *Zvinoitika Muhupenyu*, which was held every Sunday Morning. In October 2013, she joined Star FM from ZBC, joining the roster of talents that positioned the radio station into the colossal platform it is today. Her transition saw her hosting the *TilderLive*, the country's most popular radio show. According to the Zimbabwe All Media Products Survey (ZAMPS), *TilderLive* has been the most listened-to show for the past four years and it shows no signs of relenting.

The success recorded by the show has seen her become a humanitarian. "There are many facets to my work, there is Tete Tilder the radio person, there is the digital platform we use to share our work and I have a philanthropic foundation (Tilder Foundation). All these three things make up the brand," said Tete Tilder. Her content exudes soul as she tackles the topical issues that affect society. Over the years, she has lent her voice to satanism, sex work, and witchcraft, and some of her programs have also tackled marital issues. Some of her content borders on the scary, as it confronts the mazy world of the supernatural. While some fear for her, she does not feel fazed in any way. "I am pushed by the love for people, it is sad to meet people who cannot assist themselves and each day I feel happy when I help someone, but it is not easy, I get threats

from various people when I am tackling issues, but I am not shaken. I believe God is there to look after me and at the end of the day, I emerge victorious," said Tete Tilder.

Her most recent story is the interview she did on the infamous Madzibaba Ishmael of Nyabira. After an interview, her story alerted the police to questionable religious practices that appeared to be cultic. The case is still ongoing. With a heart of gold, sometimes she cannot afford to ignore a need where she feels she can assist. Not so long ago, she came to veteran radio presenter John Mzala Phiri's rescue, by bringing to light the situation he was facing. "I was looking for John Mzala Phiri for a program on ZTN, when I called him I could hear that he is struggling to speak. His son then answered the phone, and said he suffered a stroke. I visited him to see his situation, and I felt compelled to share his plight," said Tete Tilder. Since she did the story on her Facebook page, people have been coming through to support him with medical bills and upkeep. Besides radio, Tete Tilder is a businesswoman and has other interests where she is hired at events to curate and speak. Tete Tilder is a family woman and a mother of four: three girls and one boy. She has several grandchildren.





WHAT IF WE JUST DECLARE IT A WOMEN'S YEAR INSTEAD?



WRITTEN BY |
CHENGETAI ROSELIN
MAKAWA -CHEF CHENGE.

A simple guide to keeping the fire burning all year round

March was women's month, but the virtues we extolled over the month remain unshaken. It could just be me, but I think 31 days is not enough to celebrate the work done by the amazing women out there!

Raise a glass for us, please. We juggle careers, families, and side hustles all while somehow looking effortlessly fabulous. Between you and me, this superhero act can take its toll.

As we celebrate milestones by women, big or small, let us not forget the powerhouses within – our bodies. Here is a cheat sheet on essential nutrients to keep you feeling on top of your game, not running on fumes.

Iron: Ever wonder why spinach makes Popeye strong? It is packed with iron, essential for oxygen delivery throughout your body. Bonus points if you pair it with vitamin C-rich foods, as it helps your body absorb iron. Other foods that contain iron are liver, seafood, and meat.

Vitamin B12: Say goodbye to fatigue and hello to fierce energy! B12 keeps your nerves and blood cells healthy. Stock up

on protein-rich foods like lean meat, dairy, and eggs, which are also great sources of B12. If you are always feeling tired, go get your levels checked, as low levels can cause headaches, fatigue, depression, and even mental impairment.

Protein: This is the building block of healthy hair, skin and nails. Protein is also important for muscle strength and muscle mass as well as for the maintenance of cell structure and connective tissue and for antibodies that keep the immune system functioning. Foods rich in protein are milk, lentils, beans, Soy, eggs, and lean meats such as chicken, beef and pork.

Folic Acid: This superstar promotes healthy cell growth and helps prevent birth defects. So, ladies, whether you are planning a family or not, folic acid is your friend. Broccoli, cabbage, fresh fruits, beans, liver, peas, spinach, and fortified cereals are all fantastic sources.

Other nutrients important for women include: -

- Calcium
- Vitamin D
- Omega 3 fatty acids
- Magnesium
- Fibre
- Iodine
- Potassium
- Zinc
- Niacin
- Carbohydrates
- Manganese
- Phosphorus

Remember, a well-nourished you is a powerful you. Don't be afraid to put yourself first – you can't pour from an empty glass! So, take some "me time," focus on fuelling your amazing body, and keep conquering the world, one healthy bite at a time.

Happy Eating!

LET US EAT WITH TOMORROW IN MIND

Here is how you can preserve it through food. Good health is a product of many factors. Throughout history, food has been known to prevent and treat diseases and promote health.



WRITTEN BY |
BERNADETTE K
WARAMBWA

For one to have a healthy body, there has to be an effort to go beyond food and start thinking about nutrition. There is an encouraging trend where people are becoming health-conscious; good food decisions will make us live, look and feel good. The first step towards a healthy body is through eating a balanced diet. While it is good to indulge and make merry, let us consistently keep our well-being at the back of our minds. Let us take advantage of the readily accessible, abundant wild fruits and vegetables, orchard fruits and garden produce. It is economically correct to have a small garden at home to ensure a ready supply of fresh vegetables.

To excite interest in our local foods, we have to be creative. Food preparation and presentation are viewed as an art form. Inspired preparation and food presentation are the secrets to appreciation; they heighten appetite and tickle taste buds. Traditional foods, creatively prepared, will be readily embraced by the young generation. Marrying traditional with contemporary wins over the young and growing. The woman in the home knows her husband's and her children's favourite foods. Preparing food for our loved ones is the purest expression of care. Children can be taken out for a special treat of chicken, fries and burgers. Going to a restaurant and having a picnic are memorable ways of sharing food. Having a meal outdoors livens meal time at home. Inviting relatives or friends for a meal is all about the richness of sharing. In this issue we celebrate women; let us look at what they enjoy.

•The young generation enjoys those foods which tickle their taste buds; they frequent fast-food restaurants and confectionaries.

•There is a group of classy ladies, drawn to certain ambiance; frequents uptown restaurants such as the Three Monkeys and Mozambik. They are served three-course meals, enjoy exquisite food and partake of delicacies like prawns. Discerning taste buds may go for caviar and champagne. Selflessness does not mean failure to appreciate being pampered.

Women also love to be pampered, taken out to meals, and freed from pots and pans. Women sometimes enjoy each other's company, sharing experiences and business ideas. Some women love to meet for high teas, special tea, bite-sized sandwiches, canapes, and a variety of cakes and biscuits.

•The last group of women are the Golden Girls. These are very health-conscious. They are always talking about the benefits of traditional or whole foods. Whole foods are not stripped of their goodness; they are true to natural wholesomeness, thanks to the absence of processing. "Sadza rezviyo", fruits, vegetables, cereals and seeds are examples of whole foods.



BEAUTY BEGINS FROM THE INSIDE

A quick guide to achieving inner glow



WRITTEN BY |
GWEN MUGAURY

The adage beauty lies in the hands of the beholder holds true in most cases, unless when it is being applied to make-up artistry, where beauty lies in the hands of the skilled. Make-up artistry rises and falls on what captures the eye and the heart.

Imagine meeting a physically beautiful-looking woman who instantly becomes ugly when she talks, walks, eats, laughs, sleeps, interacts with you and others.

The answer is simple – she would have failed to capture "the heart" because, according to Lebanese-American writer and poet Khalil Gibran, "Beauty is not in the face; beauty is a light in the heart."

While beauty is inborn, who says a girl can't try to make the best of herself? Below, I share ten tips for achieving inner beauty glow:

1. **Self-Confidence** – keeping your head high in every situation is the number one quality that makes a woman feel and look beautiful at any age.
2. **Always wear a smile** – wearing a radiant smile will make

you look ten times more beautiful than any gorgeous million-dollar make-up brand.

3. **Focus on the positive** – incessant complaining will wilt your beauty, focus on what you can control.

4. **Healthy Eating Habits and Exercise** – make a deliberate effort to achieve and maintain the body weight and skin tone you want. Remember, a healthy body often results in a healthy mind.

5. **Normalise Medical and Psychological Health Checks** - it is advisable to check in with the doctor or psychotherapist for general or specific health checks to boost physical and mental wellness.

6. **Uphold Kindness, Gentle Femininity** – kindness is the quality that lights up the soul; through your eyes, that light shines as beauty to everyone.

7. **Embrace Healthy Aging** – there comes a time when you have to dump the anti-ageing obsession, look in the mirror and be grateful for the wisdom acquired throughout the years of life.

8. **Your Posture is Your Crown** – always carry yourself like a beautiful lady so that you are equally treated as one.

9. **Cleanliness is next to Godliness** – sometimes it's not about the clean dress and expensive shoes but the clean ambience around your body.

10. **Drop Competition, Never Stop Learning** – If you are forever on your toes to outshine colleagues, inner fatigue will dim your beauty. Learn from the best.

The list is endless, but remember, no amount of make-up will cover your insecurities and blistered attitude. Work on it from the inside out.

BRITA MASELETHULINI: AN INTERGENERATIONAL TALENT

A beauty so perfect, songs were composed in her honour.

**WRITTEN BY | GALAXY
WRITER**

For the emerging generation, Ama2k as they may be known, Brita Maselethulini is a radio personality on Capitalk 100.4 FM. Before she took to the mic to serenade our ears, she used to be the apple of the country's collective eye. A beauty so perfect, songs were composed in her honour. She became the figurehead for all beauty modelling in Zimbabwe, in fact, she stands as perhaps the most decorated post-independence model in Zimbabwe. Brita still models, but this time from the mature end of the business. For those still joining us, here is a trip down the memory lane with some of her accomplishments:

- Miss Muffet 1984
- Miss Harare Polytechnic 1999
- Second Princess Top Model Zim 1999
- Miss Harare 1999
- Miss Lucky 7 Zimbabwe 1999
- First Prince Miss Lucky 7 International
- Miss Zimbabwe 1999



- Top 12 Presses choice at Miss World 1999
 - Winner, Inagural Miss Malaika 2001
- Besides the beautiful voice and smile, Brita has gifted hands, and she is a visual artist who paints murals, abstract oil paintings, and chalkboard art. She loves decor, photography and craftworks. She has interests in business and personal development coaching, especially for women.

TATIANA ELLIS: AN ASTUTE, SPIRITED BUSINESS MAVERICK

*"A dreamer's guide to goal setting
and achievement"*

WRITTEN BY

| GALAXY WRITER

The 2024 women's month was anchored on celebrating women who have managed to solidly establish themselves in different spheres of life, including business. One woman who fits the bill is a multi-award-winning businesswoman, investor, philanthropist and girl child empowerment activist Mrs Tatiana Ellis. A strong-willed character who follows through on issues until they reach their logical conclusion. Recently, she saw through a four-year court battle where she stood on principle, fighting for all women who have experienced verbal assault.

Tatiana came to Zimbabwe in 1997 following Government calls for investors to embrace favourable investment opportunities in the country. Although born in the Soviet Union, Tatiana has naturalised Zimbabwe as her home. She is part of the trailblazing team at WestProp Holdings, one of the leading real estate and property development companies in Southern Africa. Tatiana is the chief operating officer, a rung below the chief executive officer, Mr Ken Sharpe. She is among the five women who sit in the eight-member WestProp C-Suite, the decision and implementation entity outside the board.

She also sits on the company board. Despite all the success she has seen with WestProp and rising up the corporate ladder, Tatiana remains eager to learn. Next year, she will enrol at the Harvard Business School in the United States



to sharpen her skills and grow her horizons in line with the company's one billion brick vision by 2050. "We put emphasis on continuous learning at WestProp. We encourage everyone to develop their skills and move with the times," she says. "When at work, I never realise I am a woman. I execute my tasks like any other employee at WestProp Holdings. "The realisation only comes when I have to do my womanly duties at home or when I have to use a gender-specific facility at work. Our work environment does not segregate according to one's gender," she says.

She runs the company's operations with the agility of an army general and the passion of a nurse. Every day, she goes to bed – she dreams of a prosperous Zimbabwe. She was charmed

by the country's investment drive, people and weather when she decided to move to Harare with her friends and family. Today Tatiana is a household name in the property development sector, where she hob knobs with the country's big real estate brains, often scooping awards of excellence in a cutthroat industry. Workmates describe her as a goal-getter with high morals, integrity and business acumen. "We came here because we were charmed by the country's investment opportunities. We will continue developing my now adopted nation the best we can," Tatiana said.

Asked to share the secret behind WestProp's success, Tatiana said, "We have managed to remain in business because of team spirit and our confidence in brand Zimbabwe. She desires to create a gender-friendly working environment with equal representation of both genders at decision-making and operative levels. "Our workstations promote growth and competency and do not discriminate against gender. The sky is the limit for all our employees. I am personally grateful for being recognised for this post, and I will always work hard to bring the desired results", she says. As an advocate for women's empowerment, Tatiana believes women entrepreneurs need to be celebrated and should benefit from deliberate support programmes to educate them and set up incubators. She says a support network should be established for women entrepreneurs, adding that organisations should embrace a culture of respect for women that gives equal opportunities for both genders.

She says abused women do not bring the required results both at home and the workplace, a development that kills their confidence- and productivity.

Tatiana, who sits on two decision-making boards at WestProp Holdings, asserts that to promote women, there is a need for support for women's ventures at Government, organisation, and family levels.

She also encourages friendly policies that promote gender balance on board and in Government appointments.

Through the WestProp corporate social responsibility programmes, many women-based groups have been assisted with life skills and psychosocial support.

Women's groups in Shamva and Nyanga have been recipients of the support, and late last year, WestProp bought products produced by women running small businesses in Glen View. Tatiana believes the panacea to women's empowerment is self-respect, being open about issues and refusing to be abused in silence.

"At WestProp, we have a human capacity specialist coach who deals with counselling to produce the best mindset and deal with stress," she says.

She is a mother and proud spouse.



Tatiana believes women entrepreneurs need to be celebrated and should benefit from deliberate support programmes to educate them and set up incubators. She says a support network should be established for women entrepreneurs, adding that organisations should embrace a culture of respect for women that gives equal opportunities for both genders.

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FROM MEMORIAL TO HALLMARK: THE SURPRISING HISTORY OF MOTHER'S DAY

WRITTEN BY | GALAXY
WRITER

Mother's Day, celebrated on the second Sunday of May in the United States, is a day to shower moms with flowers, cards, and breakfast in bed. But the origins of this holiday might surprise you. It was not born out of a greeting card company's marketing ploy, but rather from a single woman's deep love and admiration for her mother. Our story begins with Anna Jarvis of Philadelphia. In 1905, she lost her beloved mother, Ann Reeves Jarvis, a community activist who organized women's groups focused on health and friendship. Determined to honour her mother's legacy, Anna Jarvis set out to create a day dedicated to mothers everywhere.

In 1907, on the anniversary of her mother's death (which fell on the second Sunday of May), Anna held a memorial service at her mother's church in West Virginia. This service is widely considered the first official Mother's Day celebration. Anna's efforts didn't stop there. She tirelessly

campaigning for Mother's Day to become a national holiday. Her dedication paid off. Within a few years, states across the U.S. were recognizing Mother's Day. In 1914, then America's 28th President Woodrow Wilson signed a proclamation making Mother's Day a national holiday, urging Americans to celebrate "the best mother in the world, your mother."

However, Anna Jarvis's vision for Mother's Day differed greatly from the commercialized version we know today. She vehemently opposed the mass production of cards and flowers, believing they took away from the true spirit of the day – honouring mothers' contributions to families and society. Despite her disapproval, Mother's Day became a booming industry. Today, it's one of the busiest days for restaurants, florists, and card companies. So, this Mother's Day, as you celebrate the moms in your life, take a moment to remember its origins – a daughter's love and a desire to honour the often-invisible work of mothers.



NetOne

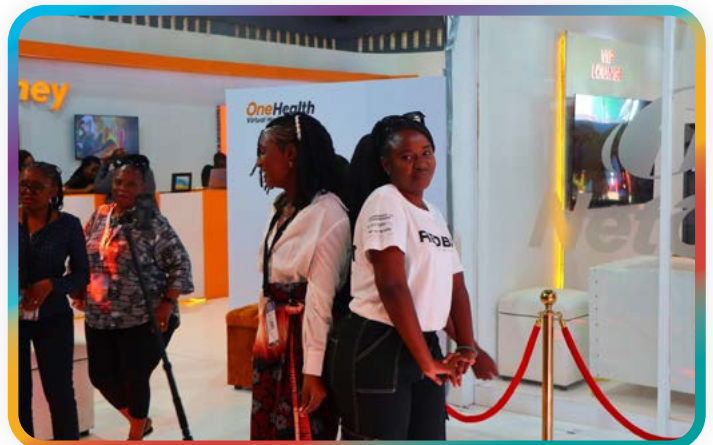
The NetOne stand at ZITF was located in Hall Four and boasted of lots of games, entertainment and giveaways. NetOne scooped the Best Zimbabwean Exhibit in ICT 2024 at this year's edition of ZITF. Tinoti Makorokoto, Amhlophe , Congratulations!!! The President of the Republic of Zimbabwe, His Excellency Cde. Emmerson Dambudzo Mnangagwa, accompanied by the Guest of Honour for this year's edition of ZITF 2024, President of Kenya , Dr. William Samoei Ruto and Vice President of Zimbabwe Kembo Mohadi, among other delegates touring our NetOne stand.



"The President of the Republic of Zimbabwe, His Excellency Cde. Emmerson Dambudzo Mnangagwa, accompanied by the Guest of Honour, President of Kenya , Dr. William Samoei Ruto and Vice President of Zimbabwe Kembo Mohadi, among other delegates touring the NetOne stand."



NetOne scooped the Best Zimbabwean Exhibit in ICT 2024 at this year's edition of ZITF. Tinoti Makorokoto, Amhlophe , Congratulations





Geo Pomona Waste Management was at Stand 4L07, Hall 4 at the ZITF 2024. Geo Pomona Waste Management (Pvt) Ltd offers long-term and sustainable environmental solutions through innovative technology of waste-to-energy plants.



His Excellency, President Emmerson Dambudzo Mnangagwa visited the Geo Pomona stand at ZITF 2024 in Bulawayo.





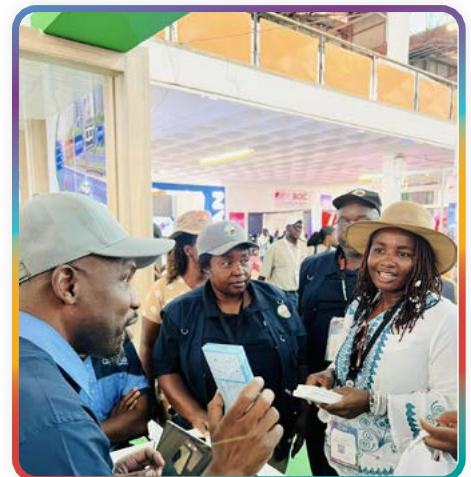
TRAFFIC SAFETY COUNCIL OF ZIMBABWE

The Traffic Safety Council of Zimbabwe (TSCZ) stand at ZITF in Bulawayo.

The Traffic Safety Council of Zimbabwe clinched second prize at the prestigious Zimbabwe International Trade Fair in the Regulatory category.



The Ghanaian Ambassador to Zimbabwe, His Excellency A. G. Ntrakwa, the Ethiopian Ambassador to Zimbabwe His Excellency R. M. Abdulwahid, Permanent Secretary in the Ministry of Transport and Infrastructural Development Eng. J. P. Makumbe, Nyaradzo Group CEO Dr. P Mataranyika and other dignitaries visited the Traffic Safety Council of Zimbabwe stand during the 2024 ZITF





ECONET

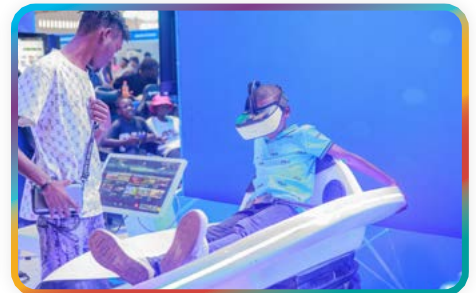
Wireless

Econet Wireless won the Silver Medal for Best Zimbabwean Exhibit in ICT and another Silver Medal for the Best Supreme Zimbabwean Exhibit 2024 at ZITF. Congratulations, Makorokoto, Amhlophe!!!

The Econet Wireless stand at ZITF



Gaming like never before at the Econet Wireless Stand at ZITF in Hall 4.





VICTORIA RUZVIDZO
EDITOR OF THE HERALD

A WOMAN OF MANY FIRSTS

WRITTEN BY | GALAXY
WRITER

The Zimbabwean media story remains gendered. Forty-four years after independence, the industry remains male-dominated. Despite the state of affairs, some women have led the sector's reorganisation, claiming space on high-octane tables. One woman of note is Mrs Victoria Ruzvidzo, who arguably holds the most powerful editorial role in Zimbabwean media. Mrs Ruzvidzo recently made history when she was appointed the first-ever female editor of the Zimpapers flagship paper, The Herald. The icing on the cake was that the groundbreaking appointment came during March, a month dedicated to women. She joined The Herald from Sunday Mail, where she again made history as the paper's first female editor. A veteran journalist in all respects, Mrs Ruzvidzo,

has been with the Zimpapers Group since 1993, when she joined the paper as a cub from Harare Polytechnic.

She has held several high-level roles, including Business Editor and Managing Editor of The Herald. In all the postings, she excelled exceedingly. A woman of strong faith, Mrs Ruzvidzo puts God before everything. She has never been afraid of declaring her strong faith, which shows in the empathetic way she handles issues, as attested by those who have worked closely with her in the newsroom. For many years, Mrs Ruzvidzo has been among a team of high-level mentors who assist budding female journalists under the Women In News Program run by WAN-IFRA.



IMPROVE PARTICIPATION OF WOMEN IN TECH AND SCIENCE



WRITTEN BY | ALLEN MANGWANYA

Science and technology are fields designed to solve problems through new ideas and innovation which benefit everyone.

Women make up more than half of the world's population, and logically, they must have representation in each field. In fact, if the numbers are to be truly reflected, there must

be more women in every sector.

Women are the target market for most products and services, and their involvement in development leads to better products that meet customer needs.

Why women should be involved?

With Artificial intelligence (AI) on the rise, having more women in tech and science spaces can help

identify and address gender bias in AI systems and algorithms, with diverse perspectives that shape the future and work for everyone.

On average, women in science publish less and win fewer grants and promotions than men. Women still grapple with harassment, marginalization, and fewer opportunities to excel.

This, at times, drives promising researchers out of science, reducing the number of women who make it when it comes to research and innovation.

In Zimbabwe, women, who make up half of the researchers running major laboratories and innovation hubs, are increasingly rising to the challenge and coming to the forefront of cutting-edge discovery and knowledge production as the nation is moving towards modernization and industrialization.

More and more women are taking up leading roles in developing groundbreaking ideas. They are fast becoming a major force to reckon with as the nation moves towards an innovation-led and knowledge-based economy. However, continued efforts are needed to create an enabling environment and provide more support for women and girls interested in science, technology, engineering, and mathematics in Zimbabwe.

For women to participate more gender biases and stereotypes in media, education, and the workplace, must be challenged by promoting inclusive language and imagery.

There should be an attempt to address unconscious bias by training individuals to recognize and overcome biases, ensuring fair hiring and promotion practices. Providing flexible work arrangements: that support women's caregiving responsibilities. This will put women in an equal competitive space with males.

On the other hand, women have an important role to play to increase their visibility, build their reputation, and achieve recognition in science and tech spaces. They should develop strong expertise, build a deep understanding of their field, and stay up-to-date with the latest developments.

Deliberate efforts like attending conferences,

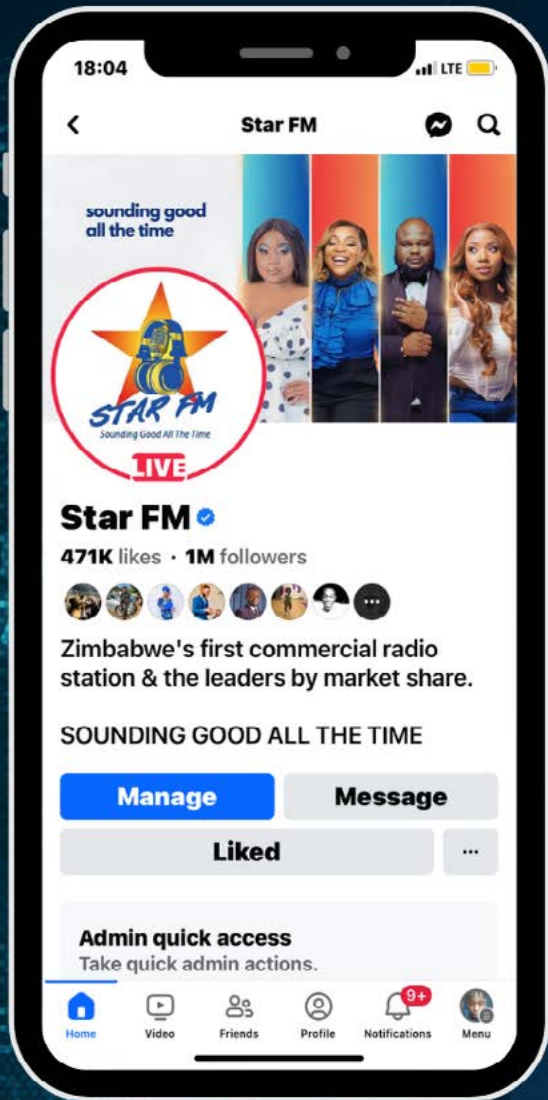
joining professional organizations, and connecting with colleagues and mentors can help. Publishing papers, presenting at conferences, and sharing their research and projects on platforms like GitHub or ResearchGate can also assist with visibility.

In this digital world, it is important to create a strong online presence through a website or blog. Professionals, especially women should engage on social media, contribute to open-source projects to gain visibility and build their reputation.

Participate in awards, hackathons, and competitions to showcase their work and achievements is very important. Those with skills and experience should take time to mentor and support other women in science and tech. These and more pointers, if employed accurately, can erase the gender misconceptions in the science and tech workspaces.

In conclusion, women in tech and science can help bridge the gender gap in STEM fields, leading to a more equitable distribution of opportunities and resources. Ultimately, a more gender-balanced science and tech industry can drive creativity, productivity, and social impact, benefiting society.

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