



1 038 capped at WUA



Faculty of Social Sciences and Gender development Studies graduates (intake 14). From left, Barbara Tsverukayi, Rutendo Mundenda and Elita Chikwati.

Sociology and Gender Development Studies class of 2016 graduates: from left: Daphne Chitiyo, Caroline Magede, Tendai Mtsuko and Ivy Mushaniga.

A TOAL 1 038 from Woman's University in Africa (WUA) were on October 28, 2016 conferred with degrees from different faculties at the university

WUA chancellor Dr Inane Mbikusita-Lewanika capped the graduates.

Addressing graduates WUA vice-chancellor Professor Hope Sadza of the graduates, 77 percent were women and 23 percent were men and 34 graduated with distinctions.

"The figure includes 31 foreign students, 16 from Malawi, 13 from Zambia, one from Botswana and another from Sudan. This shows we are a university for Africa.

"In this figure is the first cohort of graduands from Bulawayo campus where 47 students are graduating, seven from the Master of Science in development Studies programme and 40 from the Diploma in Social Work. The figure brings the total number of graduates since 2005 to 6 007," Professor Sadza said.

She congratulated the graduating students and urged them to become good ambassadors of the university.

"Graduation marks the end of one journey and the beginning of a more important journey — the journey of life through academic excellence. New beginnings in life are full of immense possibilities. I know that some of you may be leaving the university while some are continuing and pursuing higher level studies, please become good ambassadors of the university and be role models in your respective countries. Most importantly live and promote a sense of high integrity and moral values.

WUA was established in 2012 through Statutory Instrument 130 of 2004. Professor Sadza who is the former Public Service Commissioner together with former education Minister Dr Fay Chung realised a gap in women leadership and hence registered a trust deed that was used to apply for authority to establish a university.

September 2002, a class of 145 was registered and opened the university doors.

WUA's vision is to be the best University in Africa in the promotion of gender equity. Its mission is to provide quality tuition, research and service to the community to empower mostly female students for leadership and developmental roles. WUA is guided by its core values which are gender responsive, academic freedom, integrity, social responsibility, transparency and accountability.

For WUA, research activities continue to increase with all faculties being involved in research work.

"Research is critical to the discovery, elucidation and evaluation of new knowledge, idea and technologies that are essential to Africa's future."

Despite limited funding and heavy teaching schedules, WUA academic staff continues to produce innovative and dynamic scholarship in their faculties.

During the 2016 graduation ceremony, ZERA CEO engineer Gloria Magombo and one of Zimbabwe's first publishers in Shona Paul Chidyausiku were conferred with honorary doctorate degrees.

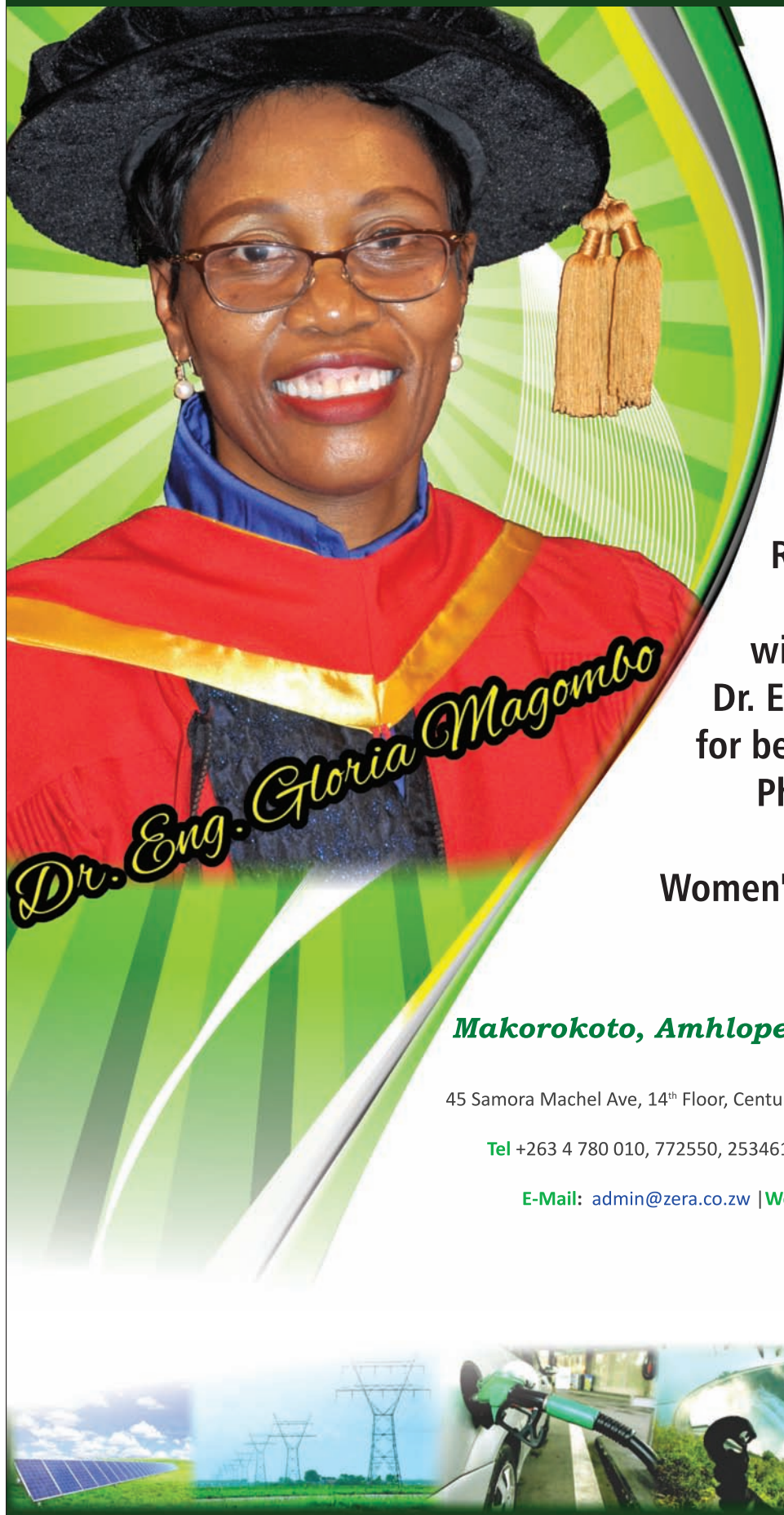
Magombo has over 26 years of experience in the energy sector and one of the first female engineers to work at the Hwange Power Station.

She worked at the Zimbabwe Electricity Supply authority for 12 years rising from junior engineer, engineer maintenance, section engineer for plant performance, monitoring and testing and also as head of operations and generation planning of all ZESA power stations.

Chidyausiku is a poet, agronomist, novelist, playwright, publisher and a journalist par excellence and is among the first people in the then Southern Rhodesia to write articles and books in Shona in the late 1950s.

WUA is currently offering 25 programmes in three faculties, with a target of increasing to eight faculties and 8 000 students by 2020.

Congratulations



The Board,
Management
and Staff of the
Zimbabwe Energy
Regulatory Authority
(ZERA)

wishes to congratulate
Dr. Eng. Gloria Magombo
for being conferred with a
PhD in Leadership and
Management by the
Women's University in Africa

Makorokoto, Amhlope, Congratulations!

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For a sustainable energy future





Frances-Clare Makurumidze



WUA graduate Regina Tarambiwa



From Left: WUA council chairwoman Marah Hativagone, WUA chancellor Dr Inonge Mbikusita-Lewanika, WUA vice-chancellor Professor Hope Sadza and WUA board of trustees chairwoman Dr Fay King Chung.

WUA establishes satellite campuses

THE Women's University in Africa (WUA) held its 12th graduation ceremony at the Celebration Centre in Harare. It was the institution's 14th birthday in 2016 and all hailed the strides which WUA has made while raising its head above the water in a very turbulent environment not unique to all sectors.

A challenge to all women still procrastinating to attain university education was the 74-year-old Hatifari Munongi who was capped on the day after completing her BSc Honours Degree in Sociology and Gender Studies. The gods of optimism have proved it can be done if one commits to achieving something.

It is also encouraging to note that even the uniformed forces are leading by example. Air Force of Zimbabwe commander Air Marshal Perrance Shiri graduated with a Master of Science degree in Development studies where his dissertation: "The Roots of the 1975 Mga-gao Declaration and its Influence on the Creation Of Zimbabwe and

Formulation of Modern Day Policies" scooped the Professor Hope Cynthia Sadza Trophy for Leadership and the CBZ Bank Trophy for the best postgraduate student.

The vice chancellor, Professor Hope Cynthia Sadza is happy with the blue print to guide the university from 2016 to 2020 dubbed WUA Transformational Strategy. The plan is focusing on escalating gender sensitive programmes and establishing five new satellite campuses in other African countries other than Zimbabwe within the period.

The university will also be revisiting its faculty structures and programmes to align with national programmes like Zim-Asset, STEM, African Union Agenda 2063 and the UN Sustainable Development Goals.

The university continues to bring pertinent issues to women in the public fora through its public lectures. In 2016 the WUA hosted Rindai Chekerwa, the director for InHuman Trade and unpacked is-

ssues of Human Trafficking which somehow gave people courage to talk about these things and acceptance that it is happening even at our own door step. Pearl Kupe, a lawyer and TV host in South Africa gave a lecture on: "The Role of Investigative Journalism in Highlighting the Plight of Vulnerable Children, especially the Girl Child."

She highlighted how everyone can play a part by using available platforms and save lives. Professor Albertine Agness Sneller - Van Veen, a dutch national delivered a lecture on: "Man being the Measure: Remarks on Biased Language." She tackled issues of language use but demeaning women. She asked a question on why there is no word which denotes a married man as compared to women being 'Mrs' wow food for thought.

The Women's University in Africa's mandate is to address gender disparities and foster equity in university education.

The university, therefore, participates in most events to do with

gender. In 2016, as it joined the world in celebrating the Women's Day Celebrations, it launched the Gender Awards to promote gender parity and challenge individuals and Corporate to do a self introspect on their contribution to this subject which seems to have no timeline to end. The Inaugural winners were:-

1. Albert Nyathi for the best innovative individual towards attainment of gender parity. He has used his poetry and music to tackle gender issues.

2. Ruvimbo Tsopodzi and Loveness Mudzuru for their courage to challenge our courts on child marriages and historic 20 January 2016 Constitutional Court judgement were recognised and awarded the Life Time Achiever in gender parity

3. Nyaradzai Gumbonzvanda was awarded the Lead Advocate in Gender Issues

These awards effectively from 2016 will be an annual event where individuals and organisa-

tions or professional bodies nominate individuals or organisations that promote gender parity. Visit the university website for the criteria on www.wua.ac.zw and start nominations.

Calls for applications for 2017 are now open and can be accessed on the university website as well as visiting campuses in Harare, Marondera, Bulawayo and Mutare. The University has acquired its permanent Harare campus in Manresa former John Sisk headquarters next to Chikurubi Prison. Check for updates on the final dates for the move on the university social sites as well as website. Currently the refurbishments for lecture rooms and offices are underway and logistics for both staff and student transport to and from the campus and other relevant infrastructure for conducive learning.

The WUA family is excited that finally everyone will be under one roof with all facilities including sports and student accommodation.

MARKETERS Association of Zimbabwe will this year be hosting the 9th Annual Superbrand Awards on Friday December 9 at The Rainbow Towers in Harare.

This prestigious event of the year, seeks to recognise and reward brand excellence and at the same time celebrate brands that have established the finest reputation in their various fields. During this ceremony the top ten business to business (B2B) and business to consumer (B2C) brands are given awards. The brands are also further categorised and ranked in their respective sectors based on the weighted scores. It is according to these scores that sectorial leaders and their runner-ups are also given awards.

Many will be holding their breath in anticipation in terms of who will emerge a Superbrand this year. Last year a lot of surprises emerged particularly in relation to FMCG brands, where Lobels', was second overall Superbrand in the

Superbrand Awards 2016: Be part of celebrating branding excellence

Business to Consumer (B to C) sector and Bakers Inn also made it to the top 10. Buddie, Colgate, Mazoe, Geisha and Ecocash retained their spots in the top 10 B to C sector. Another pleasant development was that of Star FM which made it to the top 10 as well, despite being a new urban radio station. This year will also prove to be different as a result of the recent economic challenges and transformations. Companies that previously had a guaranteed slot will find themselves meeting a turn in the order of both the Business to Business and Business to Consumer rankings.

One critical element that makes Superbrand authentic over a lot of awards is the fact that the process is consumer driven where the participating brands are chosen and

rated by the consumers through a nationwide consumer survey. Some may be wondering what exactly a Superbrand is.

A Superbrand can be defined as a brand that has established the finest reputation in its field, offers customers significant emotional and/or tangible advantages over its competitors, which consciously or sub consciously customers want and recognise.

To reach the stage of the Superbrand Awards there are three steps that are undertaken. The first phase is the selection of brands that participate into the research. In line with international norms, the short listing of brands is done by both the adjudication committee and the consumers through a nationwide research that is done by

an independent research company. 200 brands are shortlisted during this phase. After the brand selection phase, these selected brands will be unveiled at the Superbrand launch ceremony. The top 200 brands for 2016 were unveiled in June this year.

Before the unveiling of the brands the adjudication committee has a chance to verify the short listing process and endorsed these top brands for the year in Zimbabwe. After the unveiling ceremony, the 200 brands will be taken back to the consumers for market research. The brands are ranked based on the consumer ratings. A sample 3 000 consumers comprising of 1 500 Business to Business and 1 500 Business to Consumers is chosen.

Lastly after the consumer re-

search the results are presented to the adjudication committee for final verification and endorsement. The auditors also present the audit report to the adjudication committee as far as the field research is concerned. After the adjudication phase, the final results are then presented at the Annual Superbrand Awards ceremony. After which, a report profiling these top brands is published.

Participants can also take up the advertising space in the Superbrand Report. Individual brand reports giving market insights from the market research are also compiled and distributed to participating brands.

The individual brand reports contains a wealth of market information provide brand owners with insights from consumers.

For bookings to attend this prestigious event, kindly contact chiedzam@mazim.co.zw or +263 (4) 791 288 / 795 764