



## ZESN EXHIBITION AT THE 2024 MASVINGO, ZIMBABWE AND MATABELELAND SOUTH AGRICULTURAL SHOWS

### Masvingo Agricultural Show (27-29 September 2024)

ZESN participated in the Masvingo Agricultural Show, which ran under the theme "*Moving Towards Economic Development and Growth.*" The Agricultural Show attracted a diverse audience from all walks of life particularly the elderly. The ZESN exhibition booth became a space for vibrant discussions on elections, democracy, and civic responsibility. Elderly people demonstrated notable electoral knowledge, while the youth turnout was lower than anticipated.



**ZESN stand at the Masvingo Agric Show manned by a Taskforce member**

Promotional materials encouraged deeper engagement, and a quiz session tested participants' understanding of electoral processes. A key highlight was a live radio broadcast interview on Hevoi FM, where ZESN shared insights into its national voter education efforts, partnerships, and outreach to rural areas.



*ZESN Regional Field Officer during an interview with Hevoi FM Presenter*

Throughout the show, ZESN engaged over 500 visitors and distributed informative civic education materials, which included sunhats, umbrellas, wrappers inscribed with hashtags of topical advocacy issues, ballot newsletters and posters. Discussions with the electorate on the oversight of Parliament revealed limited public knowledge of the roles of Members of Parliaments and Councillors, highlighting the need for more targeted civic education.



*Some of the participants at the quiz on electoral processes and electoral systems*

Previous in August, ZESN also exhibited at the **Matabeleland South Agricultural Show (22-24 August 2024, Gwanda)** which was under the theme “Smart Interventions in Agribusiness: Our Top Priority”. The exhibition attracted participants from government Ministries, parastatals, farmers, and community organisations. ZESN was the only Civil Society Organisation (CSO) at the event and received the Third Best Exhibitor award in the Parastatals-Quasi Government category, which was handed over by the First Vice President’s wife Colonel Miniyothabo Baloyi Chiwenga.



*ZESN stand at the Mat South Agric Show*

ZESN focused on citizen participation in governance and electoral processes, aligning its programs with the show's theme through its advocacy, research, and electoral education initiatives. The display included branded materials such as hats, wrap-overs, and umbrellas, all carrying messages encouraging active civic engagement. These items were particularly popular with local farmers who appreciated their practicality.

During the three-day event, 780 people, including 214 youths aged 18 to 35, were educated by ZESN voter educators. Overall, 1,500 people visited the ZESN stand. The exhibition concluded with ZESN receiving the "Third Best Exhibitor" award in the Parastatals-Quasi Government category, presented by the First Vice President's wife.

In addition, ZESN also exhibited at the **Zimbabwe Agricultural Show from 26-31 August 2024, in Harare**. The Agricultural Show was themed, "Cultivating Prosperity: Growing Business. Innovating for Change. Nurturing Our Future." The event, one of the country's largest agricultural showcases, provided a platform for ZESN to engage with diverse audiences, including government entities, private businesses, and NGOs as a way of providing continuous civic education.





**ZESN stand at the 114<sup>th</sup> edition of the Zimbabwe Agriculture Show**

ZESN's stand facilitated dynamic interactions through quiz shows, discussions on electoral processes, and the distribution of educational materials. More than 900 people visited the stand, where topics like voter registration, polling processes, and electoral violence were discussed. ZESN distributed 500 brochures, 1,000 newsletters, and 2,000 voter education fliers, reaching over 3,500 people.



**Part of ZESN Staff and taskforce member manning the stand**

The quiz sessions addressed critical electoral topics, sparking lively discussions on civic responsibilities, voter rights, and the role of various electoral stakeholders. ZESN also referred several visitors to the Zimbabwe Electoral Commission (ZEC) for voter registration assistance.

## **Conclusion**

ZESN's presence at these agricultural shows successfully raised awareness about electoral processes and fostered civic engagement. Through interactive quizzes, distribution of materials, and engagement with the public, ZESN solidified its role in promoting democracy, civic and voter education in Zimbabwe. Each event provided a platform to

reach diverse communities, contributing to informed and active citizenship across the nation.