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## JULY 2025 NEWSLETTER



### EMPOWERING WOMEN FARMERS IN INSIZA

*The best fertilizer for any field is a woman's ownership of it.*

In the heart of Matabeleland, in stretches of fertile land, women farmers in Insiza Wards 7, 8, and 10 are rewriting their stories with the support of Emthonjeni Women's Forum's partners WE EFFECT. Under The Gender Gap: Promoting Women's Access to Land Rights Project, they are building businesses, securing their futures, and transforming their communities.

Historically women have struggled to own or control land, relying instead on family or community allocations that often leave them with access to land and no control or ownership thereof. Without secure land rights, accessing loans, investing in long-term farming improvements, or even deciding what crops to grow becomes a challenge.

In the month of July 2025, 35 women were trained in value addition techniques, turning raw produce into high-demand products. Instead of selling raw tomatoes at low prices, they learned to process and package tomato sauce, make food spices to increase profits. With inconsistent rainfall patterns, women were taught to preserve tomatoes, vegetables, and fruits for off-season sales. Women were also taught branding and marketing techniques to help them effectively promote their products and services. The training focused on building strong brand identities, understanding target markets, and using practical, low-cost strategies to attract and retain customers.

The success in Insiza proves that sustainable change happens when projects align with local culture, needs, and leadership. Their message is clear: Give a woman land, equip her with knowledge, and she will feed a nation.

***Want to support women farmers in Matabeleland? Follow our journey and learn how you can contribute to bridging the gender gap in agriculture.***

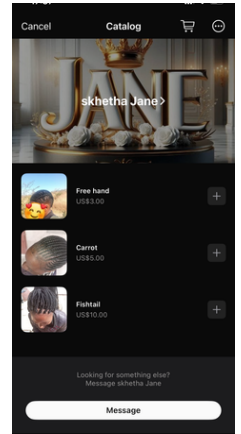


# SNIPETS OF THE WORK OF WOMEN FARMERS





# HOW RURAL WOMEN ARE USING DIGITAL PLATFORMS FOR BUSINESS



Emthonjeni Women's Forum (EWF) with support from Hivos has been implementing the Women & Youth Leadership & Participation project, funded by the European Union in Zimbabwe and the Embassy of Ireland in Pretoria. As part of this initiative, young women have been equipped with digital skills and entrepreneurship training, with a particular focus on leveraging social media platforms for marketing. The training empowered participants to harness the power of digital tools to promote their products, reach broader markets, and grow their businesses online.

Women Umzingwane have embraced digitalisation and adopted the use of social media platforms for marketing their businesses. Weeks after completing the digital training program, participants have transformed their businesses by embracing WhatsApp as a marketing tool. What began as a simple training session has thrived into a digital marketplace, with women now conducting business in smart ways.

An upcoming entrepreneur, noted how her customer base has expanded beyond her neighborhood. *"Before the training, my sales depended on foot traffic and word of mouth,"* she explains. *"Now I wake up to WhatsApp orders from customers in Bulawayo who found me through my business profile link I shared in WhatsApp groups."* This transition from physical to digital storefronts has opened new opportunities for women who previously faced geographical limitations on their businesses. *"I send daily product updates to my saved contacts and use WhatsApp status to showcase special offers,"* she says.

The true success isn't just in the technology adoption, but in how these women have made digital tools work for their specific needs and context. From locked savings boxes to digital wallets, from roadside stands to WhatsApp stores, these entrepreneurs are writing a new chapter in rural economic empowerment.

# ABOUT THE 2025 NANGO WINTER SCHOOL & EXPO



Emthonjeni Women's Forum's (EWF) participated in the NANGO Winter School held in Bulawayo on the 18<sup>th</sup> of July 2025. The event provided a platform for EWF to amplify its visibility among civil society actors, strengthen its networks, and raise awareness on the work being done at grassroots level.

EWF's presence was marked by an exhibition stand with attendees streaming in to learn about EWF's approach to gender-based violence prevention, economic empowerment, and psychosocial support. The stand showcased program materials and fliers and enabled direct engagement with participants, including survivors and potential partners.

EWF staff contributed to plenary discussions on the localization of development work.



# NEW RULES FOR LAND DEEDS – WHAT EVERY WOMAN MUST KNOW (SI 76 OF 2025)

## 1. Old Title Deeds Must Be Checked (Validated)

- If you have a title deed, you must take it to the Deeds Office to be checked within 2 years (24 months).
- After checking, your deed will be given back as a new digital (computer) deed called a “securitised deed.”
- After 2 years, old paper deeds will no longer work.

## 2. You Can Do Land Business Online

- You can now do property things (like transfers, searches, and updates) online – any time, any day.  
You can still go in person if you prefer

## 3. Old Paper Records Will Be Destroyed

- The government will keep only digital copies after checking.
- Women must learn how to get their digital deeds or keep printed copies safely.

## 4. Fees Are Going Up

- Examples:
  - US\$120 per year for keeping a lodging box
  - US\$20 for a certified copy
  - US\$1 per page for a search
- Women should plan and budget for these costs.

## Using Someone to Help You (Power of Attorney)

- If someone helps you sell or register your land, there are now stricter rules – the papers must be signed by a notary (lawyer) and your ID shown.
- Get help from trusted NGOs or legal advisors.



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# HIGHLIGHTS OF THE MONTH

