



Masvingo, Zaka Schools Outreach

13-14 March 2024

1. Introduction

SECZim embarked on schools outreach programme to educate and raise awareness about the capital market in Zimbabwe. To ensure rural schools are also included, SECZim identified Masvingo, Zaka schools for this outreach. Marginalised groups which include rural communities are a priority in NFIS II (2022-2026) and therefore SECZim shall continue to reach out to rural schools.

2. SECZim Delegation

SECZim Investor Education Department supported by ZB Holdings conducted the schools outreach in Masvingo, Zaka. Other SMIs supported the outreach through sponsorship of promotional material. Datvest, Alpha Asset management and Kreston Zimbabwe donated caps and t/shirts.

3. Objectives of the schools outreach

- a) Outreach and engagement with students, lecturers, community leaders and parents.
- b) Raise awareness and encourage (later) participation in the capital markets by highlighting products and services available on the capital market.
- c) Unveil the capital market toolkit to teachers to allow continuous education about the capital market.

4. Participation

A total of 1500 students and 15 lecturers attended the outreach sessions held at Rudhanda High School (Zaka South), Chinorumba High School (Zaka Central) and Chitonhora High School (Zaka North). Other government high schools represented included, Chimbwembwe, Dekeza, Musenjereki A & B, Svivuri, Chivata, Danda, Chivingwi, Zivavose and Mutsambwa,



Students attending outreach session at Rudhanda High School in Zaka South.



Students following proceeding at Chinorumba High school in Zaka Central

5. Activities conducted during the sessions

- a) Presentation about the capital market and general investing knowledge
- b) Q &A Session – students participated in Q &A session after presentation
- c) Capital Market Toolkit – the toolkit was unpacked. 6 toolkits were handed over to school heads.

- d) Wordsearch – students participated in wordsearch where they were required to find capital market terms.
- e) Giveaways – students received prizes for successfully answering questions and completing the wordsearch. Prizes included bluetooth speakers, mini torches, headphones, water bottles, caps and t/shirts.
- f) Capital Market survey was administered as input into the capital market awareness index. A total of 141 students participated in the survey.



Students and teachers at Chitonhora High School receiving and completing capital market survey handed out by the SECZim Investor Education Officer.



Mr. Mutakwa of ZB Holdings hands over the Capital Market toolkits to school heads at Chitonhora High School - Zaka



Students complete survey and wordsearch whilst winners pose for pictures

6. Outputs/ tangible products

- 1500 students and teachers educated about the capital market.
- Capital Market Toolkit distributed to schools.
- Survey completed – [Click Here](#) to complete survey or share.

7. Learning Outcomes

- Increased number of school students with knowledge about the capital market

8. Coverage of the Outreach

The schools outreach received online and press coverage. The outreach was also publicised on SECZim social media platforms. Below are some links to the articles published on Spike Media and ZBC Online as well as top posts statistics from Facebook and Twitter.

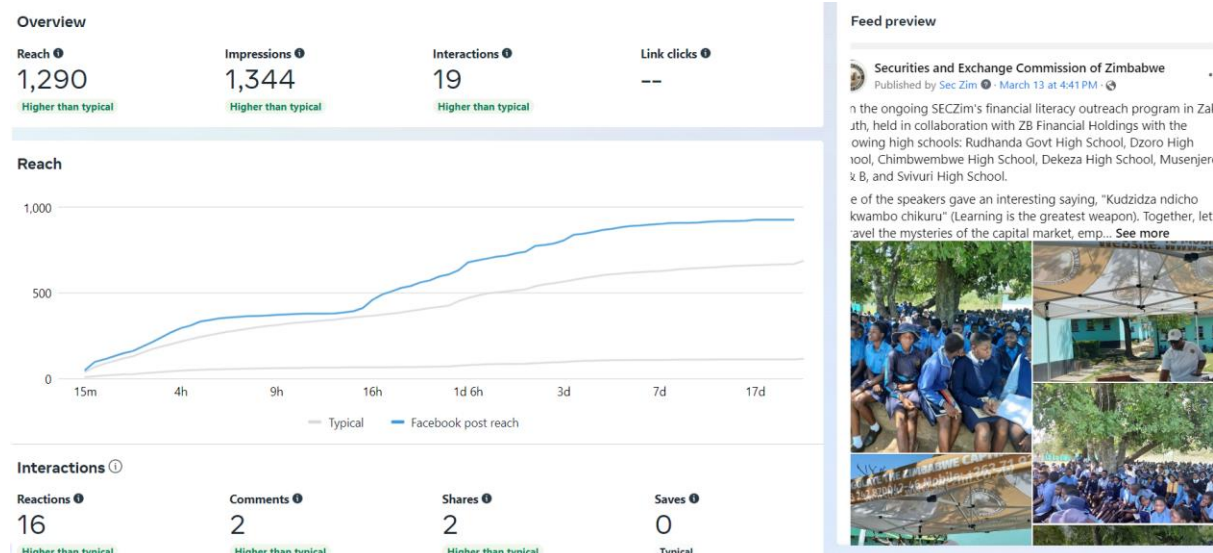
Links to Spike Media and ZBC Online articles:

<https://spikedmedia.co.zw/seczim-securities-market-intermediaries-on-nationwide-financial-literacy-programs/>

<https://twitter.com/zbcnewsonline/status/1769424838613966954?s=48>

Social media Top Posts

Facebook



Tweet activity

 SECZIM @SECZIM As we continue with the Zaka financial literacy outreach program, today we are in Zaka North at Chitonhora High School. #SECZim #FinancialLiteracy #ZakaSouth #EmpoweringYouth #KnowledgelsPower #gmw2024 #GlobalMoneyWeek2024 pic.twitter.com/64iwr2TPdM	Impressions	490
	Total engagements	36
	Media engagements	23
	Likes	6
	Profile clicks	5
	Retweets	2

9. Recommendations

- i. It is recommended that similar sessions be conducted in more other provinces and should not only target schools but also universities, polytechnics, colleges, vocational training centres, and other professional institutes to widen reach and ensure that everyone is included and become aware of Capital Market in Zimbabwe.
- ii. Feedback on use of the Capital market toolkit in schools to be collected.
- iii. SECZim to encourage participation by SMLs through the associations.