

PRESS RELEASE

FOR IMMEDIATE RELEASE

Date: 28 November 2025

Thohoyandou, South Africa – MAMI Group proudly announces the launch of the inaugural MAMI Group Literary Awards, a transformative initiative celebrating excellence in Tshivenda storytelling. Inspired by the legacy of Chairman Mr N.G. Magwabeni, a renowned author whose literary career spans over five decades, the Awards aim to preserve language, uplift culture, and empower new voices.

Mr Magwabeni's body of work includes radio dramas, short stories, and novels such as *Gundo* (1988) and *Zwi do fhela ngani* (1983), as well as his most recently launched biography *Senenga (Mafhungo a Lwanga)* (2024). Each of these works contributes to the preservation of Tshivenda literature, cultural identity, and pride. He also authored the radio drama *Thi nga do tou fa ndi do tou lovha* (Parts 1 & 2), a reflective exploration of personal and communal destiny, which aired on Radio Venda between 1986 and 1988. His other radio dramas include *Khonani, kha ri tou dzula fhasi ri tou amba* (1982) and *Mafo anga ndi anga* (1983), both broadcast on Radio Venda. His contributions to *Wamba Magazine* in the 1970s, such as *Zwi do dina vhabeba ngauri Mudzunga o lelwa Thundu* and *Izwo a si nama yo vhangaho ndwa iyo shu?* (published in 1974), further cemented his role as a pioneering voice in Tshivenda storytelling.

Mr Magwabeni's deepest desire is for the Vhenda people to embrace their rich heritage with pride, uplifting their language and culture through conscious intent. He believes that without deliberate awareness of who we are, we risk eroding our identity and leaving nothing for future generations to inherit. This conviction lies at the heart of the Awards, which honour the power of literature to preserve Tshivenda, ignite imagination, and inspire confidence in writers across generations.

Guided by the powerful tagline "Ri vhulunga Tshivenda, ri tshuwedza mirafho idaho!" (We preserve Tshivenda, we inspire future generations!), the Awards spotlight both emerging voices and established storytellers who contribute to the growth, visibility, and future of Tshivenda literature.

Competition Details

Phase 1: Synopsis Submission runs from 1 to 31 December 2025. Participants must submit a 25-page synopsis in PDF format, using Calibri font, size 12, to pfhufho@mamigroup.co.za. Entry forms will be available for download on our website (www.mamigroup.co.za) as well as across all social media platforms.

Shortlisted writers will be announced at the end of February 2026 and invited to develop a full-length manuscript of up to 220 pages (excluding academic writing). Final winners will be revealed at a formal Prizegiving Ceremony later in 2026.

Prizes include:

- R15,000 and a publishing deal for each of the three winners
- R10,000 for second place
- R5,000 for third place

All MAMI Group employees are eligible and encouraged to participate, reflecting the organisation's commitment to creativity, development, and cultural expression.

Stay Connected

Follow the official social media platforms for updates and inspiration:

- Facebook: MAMI Group Literary Awards
- TikTok: @mami.group.litera
- Instagram: @mamigroupliteraryawards_

Media Enquiries

Nkhangweleni Olivia Ramabulana

Corporate Communications & Brand Engagement Strategist

Email: pfhufho@mamigroup.co.za

Tel: +27 79 243 6670

The MAMI Group Literary Awards mark a cultural milestone, reaffirming the organisation's dedication to creative empowerment and the preservation of Tshivenda literary brilliance. By celebrating the vision of Mr Magwabeni and uplifting storytellers, the Awards ensure that the pride of the Vhavenda people and the richness of their heritage will endure for generations to come.