

Exploring Partnership: LHDA and MISA Lesotho Join Hands - 2024



In a bid to foster a robust partnership and enhance public understanding of the Lesotho Highlands Water project (LHWP), the Lesotho Highlands Development Authority (LHDA) recently collaborated with the Media Institute of Southern Africa (MISA) Lesotho. This collaboration was underscored during MISA Lesotho's annual general meeting, held on April 27, 2024, in Polihali Mokhotlong.

Recognizing the pivotal role of MISA Lesotho as a strategic media partner, the LHDA sponsored the event, providing transport to Mokhotlong and accommodation at its newly inaugurated Polihali Village Lodge. Additionally, the LHDA made available its state-of-the-art Polihali Operations Auditorium for the AGM, underscoring its commitment to fostering meaningful engagement with media stakeholders.

During the event, the LHDA, through its Public Relations Branch, seized the opportunity to lead MISA Lesotho members and the National Governing Council on a tour of various project sites and initiatives within Phase II of the Lesotho Highlands Water project. This tour aimed to familiarize the media with ongoing engineering, social, and environmental projects and programmes, highlighting the project's significance both locally and globally.

Speaking at the event, Gerard Mokone, the Polihali Branch Manager, expressed gratitude to MISA Lesotho for extending a hand of partnership, envisioning a mutually beneficial collaboration that would facilitate informed communication about the LHWP. Mokone emphasized the importance of accurate and factual coverage of the project, stressing the need for transparent and informative media engagement.

Mpho Brown, the LHDA Public Relations Manager, reiterated the strategic importance of the media as a partner to the project. Brown underscored the LHDA's commitment to building a strong working relationship with MISA Lesotho, aimed at facilitating timely and accurate dissemination of information to the public. Furthermore, he acknowledged the feedback received during the tour, including suggestions for enhanced media training, academic contributions, and scholarships provided by LHDA, aimed at strengthening media exposure to the project's intricacies.

The collaboration between LHDA and MISA Lesotho marks a significant step towards fostering greater transparency, understanding, and engagement surrounding the Lesotho Highlands Water project. As both entities work together, they aim to bridge the gap between project intricacies and public awareness, ensuring that stakeholders are well-informed and empowered to participate meaningfully in this transformative initiative.

