

Education campaign by Lesotho land administration

The Lesotho Land Administration Authority (LAA), a parastatal which manages and monitors land distribution and division for public and commercial use, selected a pocket-sized Z-Card as an informative brochure to educate people about lease transfers, land deeds and all of its other services.



The Z-Card's, produced by Z-Card Africa, Middle East, India and Turkey, were distributed in reception at the LAA's head and district offices.

"The LAA selected a Z-Card for this purpose as it's durable and easy to carry around as opposed to ordinary brochures or flyers which can become bulky," says Tankiso Sephoso, the executive manager of the LAA.

"The Z-Card is a portable and innovative way of distributing printed information to the public," he adds.

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