



The 4th Edition of JAMAFEST 2019



REPORT OF KENYA'S PARTICIPATION AT THE 4TH EDITION OF JUMUIYA YA AFRIKA MASHARIKI FESTIVAL 2019 (JAMAFEST)

HELD IN

DAR ES SALAAM, TANZANIA

FROM

23RD TO 29TH SEPTEMBER 2019

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LIST OF ACRONYMS/ ABBREVIATIONS

CAS- Chief Administrative Secretary

COG – Council of Governors

EAC – East African Community

JAMAFEST - Jumuiya ya Afrika Mashariki Utamaduni Festival.

NOC- National Organizing Committee

NSC- National Steering Committee

PLWD- Persons Living With Disability

RSC- Regional Steering Committee

SAGAS- Semi Autonomous Government Agency

SASDF- Sports Arts and Social Development Fund

SSSK – Short Stature Society of Kenya

URT – United Republic of Tanzania

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MESSAGE FROM AMB. DR. AMINA MOHAMED, EBS. (CAV), THE CABINET SECRETARY, MINISTRY OF SPORTS, CULTURE AND HERITAGE.

I am pleased to join the Kenyan delegation for the 4th Edition of the East African Community Arts and Culture Festival, Jumuiya ya Afrika Mashariki Utamaduni Festival (JAMAFEST) which provides an opportunity for our people to reflect on the impact of the cultural and creative industries on the region's development.

I would like to begin by thanking the organizing committee for preparing the Kenyan team for this activity and ensuring that our performances in the festival are in tandem with this years' theme **“Cultural diversity a key driver to regional diversity, economic growth and tourism”**.

Indeed, we must appreciate that culture plays a special role and represents a specific field of activities, encompassing the safeguarding and promoting of heritage in all its forms, both tangible and intangible, encouraging creativity mostly in the cultural industries and facilitating mutual understanding through intercultural dialogue. The understanding of cultural diversity is wide and can only be contextualized in a certain environment, but I would like to reflect on what the word “Diversity” and “Cultural diversity” often conjures in the minds of those who hear it.

‘Diversity’ is a rallying call among those who condemn persistent socio-economic inequalities in developed societies.

Cultural diversity on the other hand has emerged as a key concern in the 21st century. Cultural diversity is a wide range of distinct cultures, even if the contours delimiting a particular culture prove more difficult to establish than might at first appear. Cultural diversity in the East African region is when countries allow interaction from different backgrounds; regardless of country, religion and culture. When our countries accept a diverse pool of people, it brings about different benefits to the country as well as its citizens.

In this era of technology and globalization, many countries are making an effort to utilize success of their cultural diversity in their regions. There are some positive benefits that we can gain as a region by accepting cultural diversity to thrive among us. Therefore, as the theme suggests, diversity is an artifact of economic development rather than a contributor. Economic growth and development has long been seen to turn on natural resources, technological innovation and human capital.

When we meet as people from the region it becomes a catalyst for both economic growth and vitality of our communities which are made stronger and

enabled to compete on a larger scale in the global economy. Allow me also to state that cultural diversity can improve productivity levels of our East African countries because it brings in diverse talents and a common goal using different sets of skills. In the process, each country is accorded an opportunity of learning from each other's experiences and applying this new-found knowledge and skills to their country, thus, creating a more productive environment.

Cultural diversity increases creativity among countries and the ability to have a more diverse set of solutions to specific problems because of the value of exposing individuals to experiences with multiple perspectives and world views. It is the combination of these various perspectives in novel ways that result in the emergence of new ideas.

As the Cabinet Secretary for culture and heritage, I was excited by the festival outcomes and I look forward to the next JAMAFEST in the Republic of Burundi.

**MESSAGE FROM MS. JOSEPHTA O. MUKOBE, CBS, PRINCIPAL
SECRETARY STATE DEPARTMENT OF CULTURE AND HERITAGE**

The culture of a people is their life and their identity, the basic source of their unity and sustainable development. Therefore, countries have the responsibilities of safeguarding, protecting and promoting their culture.

There is overwhelming evidence that countries that value their cultural heritage develop sustainably by upholding: cultural values, language, arts, cultural ceremonies and promotion of cultural tourism.

The State Department of Culture and Heritage has a role to play in promoting culture at regional and international level, hence the support for JAMAFEST and the participation of Kenya at the event. The 4th edition of JAMAFEST held in Tanzania was a success story for the East Africans as the participants seized the opportunities created to promote social cohesion and integration. JAMAFEST is vital for the region to harness its abundance of creative talents and rich cultural assets to promote economic growth, job creation and social inclusion Kenya ensured participation in all categories and events ranging from drama, dances, music, traditional games, and culture dialogues and so on

My humble message to Kenyans is that we embrace cultural diversity for socio-economic development and national cohesion while ensuring that we have a sustainable tourism because it is a proven tool for development.

The government through the Sports, Arts and Social Development Fund (SASDF) sponsored 250 participants to the festival. This report is, therefore, an attestation to the showcase of events and a display of achievements in the culture and heritage field both at national and regional level.

The report will also help us set strategies for future participation in JAMAFEST activities.

1.0 BACKGROUND INFORMATION

East African Community (EAC) is a Regional Intergovernmental Organization comprising of six (6) Partner States namely: Republic of Burundi, Kenya, Rwanda, South Sudan, Uganda and Tanzania. The work of EAC is guided by its Treaty which established the community on 30th November, 1999 and came into force on 7th July, 2000.

Under Article 119 of the EAC Protocol, Partner States undertook to promote closer cooperation among themselves through culture and sports activities. The Council of Ministers Meeting held in March 2010 and September 2011 respectively, directed the EAC Secretariat to organize regular biennial East African Community Regional Arts and Culture Festivals in partner states on rotational basis, thus, giving birth to JAMAFEST. The Republic of Rwanda, successfully hosted the first event of the Festival, in the city of Kigali from 11th to 17th February, 2013 under the theme **“Fostering East African Community Integration through Cultural Industries”**. The festival attracted 17,500 participants constituting the biggest congregation of art exhibitors, cultural practitioners and administrators in the East African Community region where the rich and diverse cultural heritage was exhibited.

The Republic of Kenya was granted the opportunity to host the 2nd edition of the Festival, a memorable event in the City of Nairobi from 2nd to 8th August, 2015 under the **“Unleashing the Economic Potential of Cultural and Creative Industries in the EAC.”** Kenya’s Deputy President, Dr. William Samoei Ruto officially opened the Festival on 4th August and emphasized that political federation is only feasible if arts and culture are well nurtured. During the 34th meeting of EAC Council of Ministers, the Republic of Uganda was mandated to host the 3rd JAMAFEST edition which was subsequently held from 7th to 15th September, 2017 at Kololo Grounds, Kampala under the theme **“Culture and the Creative Industries: An Engine for Unity and Employment Creation.”** Hon Dr. Ruhana Rugua, Uganda’s Prime Minister officially opened this edition on 10th September, 2017. In 2019 the United Republic of Tanzania (URT) hosted the 4th Edition from the 21st-28th September in Dar es Salaam under the theme **“Cultural Diversity: A Key Driver to Regional Integration, Economic Growth and Promotion of Tourism”**. The function was officially opened by Tanzania’s Vice President Madam Samia Suluhu.

1.1 The 4th Edition of JAMAFEST

The 4th edition of EAC Arts and Culture Festival, JAMAFEST, was held at the Tanzania National Stadium in Dar es Salaam, in the Administrative District of

Temeke from 21st – 28th September, 2019. The eight- day event incorporated all aspects of arts and culture which included performances and exhibitions with the aim of providing a regional platform for intercultural dialogue amongst the people of East Africa. The event aimed at fostering the economic development of the EAC region through: nurturing the growth of a strong creative and cultural industry sector; and promoting arts and culture as a tool in the celebration and branding of East African identity and image. All the countries comprising the community attended except South Sudan.

The general aim of the festival was to promote regional socio-cultural integration through arts and culture by providing a platform for the Member States to showcase their culture as a crucial driver for regional integration.

The general participation of artists and cultural practitioners from partner states were approximately 3117 while the festival visitors and audiences were 102,019.



Fig 1: The Regional Steering Committee with The Permanent Secretary for Culture in Tanzania during the Official Opening of the RSC Meeting in Dar es Salaam

1.2 Festival Objectives

- To provide a platform to showcase culture as a primary catalyst to regional integration and sustainable development;
- To bring together East African cultural practitioners and administrators to celebrate the rich and diverse cultural heritage as well as contemporary practices of East Africans;
- To provide space for intercultural dialogue amongst the people of East Africa;
- To foster the economic development of the EAC through nurturing the growth of a strong creative and cultural industry sector; and
- To promote arts and culture as a tool in the celebration and branding of East African identity and image.

The theme of the 4th edition of the festival was **“Cultural Diversity: A Key Driver to Regional Integration, Economic Growth and Promotion of Tourism.”** This edition of the festival was accompanied by a celebration of the EAC heritage with regard to natural resources and cultures. Natural resources and culture form an indispensable product in tourism and hospitality for the Member States. There is also an immeasurable value of the natural resources and culture in the area of education, health, sports, agriculture, industries and general wellbeing of the society. URT integrated Urithi Festival within the JAMAFEST festivities.

It is for these reasons that the EAC Member States aspire to keep the JAMAFEST alive in order to continue promoting integration of the Member States.

1.3 Main features at the festival:

The festival included interactive sessions between cultural creative practitioners, experts in cultural tourism and heritage, tourism, entrepreneurship, performances, market place engagements, film screening, exhibitions, children’s activities and other stakeholders for the deeper understanding of cultural and creative practices.

Concisely, festival activities included:

- The Carnival
- Cultural Performances

- Art Exhibitions
- Cultural Market Place
- Culture discussions and Symposium
- Children theatre
- Film Exhibition/ documentaries
- Traditional Sports Arena
- Food Market and Exhibition
- Cultural Excursion and Awards
- Fashion Show and Modeling
- Sporting activities

2.0 KENYA'S PREPARATION AND PARTICIPATION

Preparation and participation of partner states at the JAMAFEST is done at two levels, that is: The Regional Steering Committee (RSC) and National Organizing Committees (NOC) at each partner state level. The EAC Secretariat, through Tanzania's Ministry of East African Community and Development, invited Kenyan Ministry of Sports, Culture and Heritage to participate in planning for the 4th edition of JAMAFEST that was to be held in Dar-salaam, Tanzania. The State Department of Culture and the Ministry of East African Community appointed three officers that represented Kenya at the RSC meetings. The RSC is mandated to provide guidance to the hosting country through development of a road map towards the hosting of the event. During these meetings, partner states are required to give progress reports on the preparations and participation of their teams at the festivals.



Fig 2: Members of RSC during a health break at the Julius Nyerere International Convention Center.

The Ministry of Sports, Culture and Heritage with other stakeholders constituted an Inter-Ministerial **National Organizing Committee** (NOC) under the stewardship of the Principal Secretary. The NOC draws its membership from various ministries and parastatals whose mandate contribute to cultural development in the country. This committee is hosted by the ministry in charge of culture and its major task is to ensure that adequate preparations are in place to assist the Kenyan team participate at the regional festival. The committee constituted three sub-committees to prepare for the festival and these included the Programmes and Events Subcommittee chaired by the Director of Culture, the Logistics and Transport Sub-committee chaired by Mr. Stephen Mau and the Finance and Resource Mobilization Sub-committee chaired by the Director of Administration in the ministry. Some of the tasks of the Programmes Subcommittee included: identification of cultural groups/ teams from all counties, vetting and preparing of identified groups through auditions and ensuring they met requirements for travel documents while the Logistics and Transport Sub-committee was required to identify suitable

transport for the teams to travel to Tanzania and back, book accommodation and provide food for the teams and also facilitate the groups insurance needs, while the Finance Sub-committee gave their support to the two mentioned committees through funding. The Finance and Resource Mobilization Sub-committee was fully supported by the Sports Arts and Social Development Fund to ensure that Kenya's participation was visible and well represented at the 4th edition of JAMAFEST 2019.

2.1. The Kenyan Team

The Kenyan team consisted of Ministry's top Administrative leadership **administrators** and participants. The team was led by Amb. Dr. Amina Mohamed, the Cabinet Secretary for Sports, Culture and Heritage, Mr. Hassan Noor Hasssan, CBS, Chief Administrative Secretary (CAS), Madam Josephtha O. Mukobe the Principal Secretary for the State Department for Culture and Heritage, Mr Charles Wambia, Director of Administration, Dr. Kiprop Lagat, Director of Culture, Mr Mark Wambugu, Acting Chief Executive Officer, Sports, Arts and Social Development Fund, Dr Mzalendo Kibujia, The Director General, National Museums of Kenya, Heads of Departments and SAGAS, Yvonne Ogwang, representing Council of Governors and County government officials among others.

Each partner state was expected to raise a team of 250 participants. Kenya had a contingent of 400 participants representing various cultural events, the teams assembled in Nairobi two days prior to travel by road to Dar es-Salaam. This was basically to ensure that they depart together as a team and secondly, to get the necessary briefs from the government officials besides confirmation of the travel documents.

While in Dar es Salaam the teams were accommodated at various venues which the Ministry of Sports, Culture and Heritage had identified and these included Msimbazi Hostels, Tanzania Episcopal Conference and Hostel, Mbagala Hostels while the officials chose to stay in hotels such as Sapphire Court Hotel, Rikii Hill Hotel, Rungwe Palace Hotel, Digidigo Safari Lodge, FQ Hotel, Fourty Fourty, Elegant lodge, Riverside Lodge, Magdon Lodge which had standard facilities and charges depending on distance from city centre or Airport.



Fig. 3: Likoni Gonda dancers from Mombasa County at the Uwanja wa TAIFA in Dar es Salaam



Fig 4: Madam Josephtha O. Mukobe - Principal Secretary, State Department of Culture and Heritage

2.2 JAMAFEST CARNIVAL

Beginning of the festival - Day 1

On 21st September, 2019 the festival began with each Partner State participating in the carnival that was purposeful set in the programme to highlight and sensitize communities in Dar es Salaam about the cultural event that was happening in Tanzania. The carnival route was from Tandika transformer through Mwembeyangu to Bandari College through Temeke to Chan'gombe Usalama and culminated at the National Stadium. Each Partner State was assigned a centre to strategically position themselves through song and dance as they join the procession along the carnival route. The Kenyan team started the procession from Bandari College grounds to the Uhuru stadium. The Kenya procession was led by the Chuka drummers.

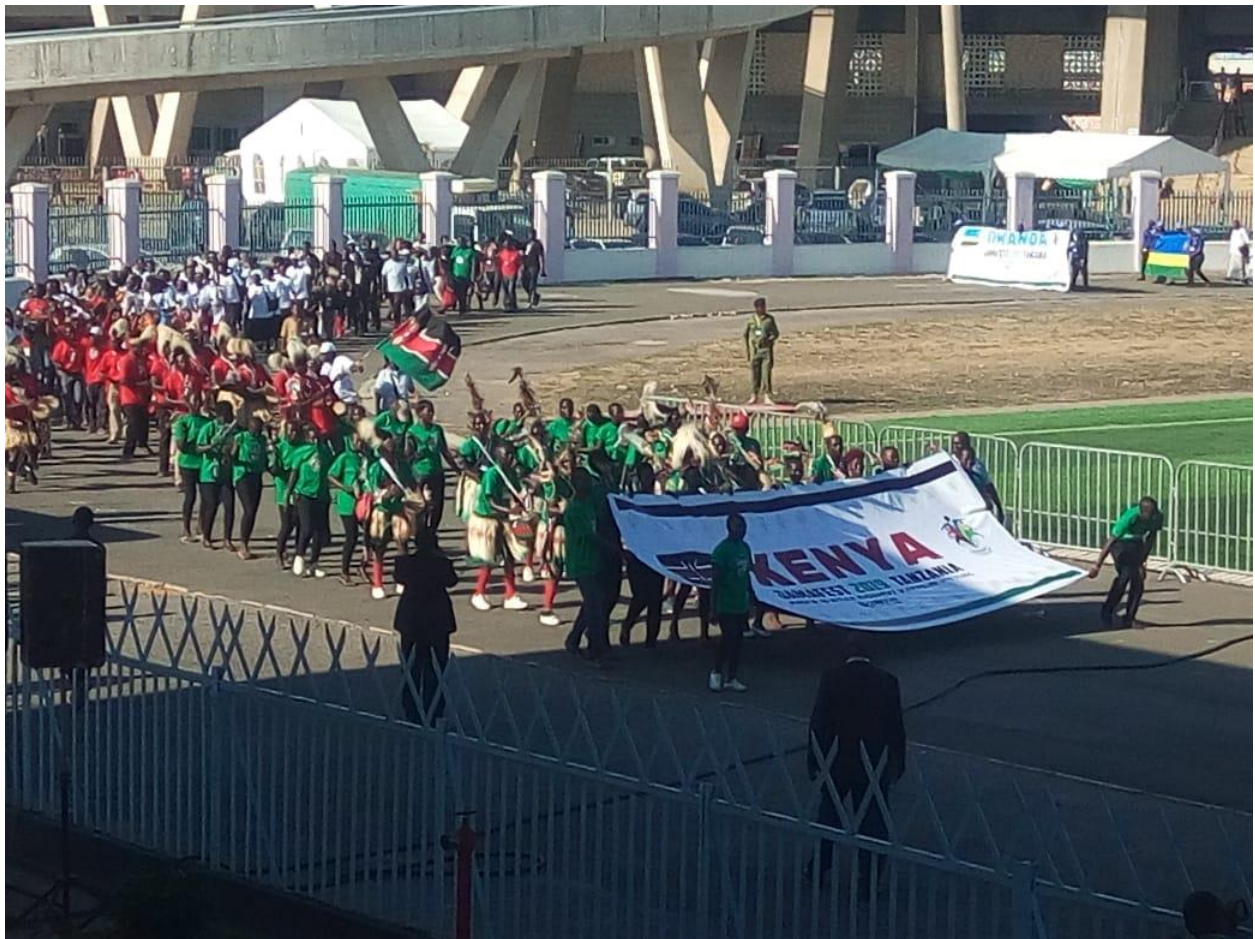


Fig 5: The carnival walk arrival at the National Stadium

2.3 Opening Ceremony - Day 2

Several teams were lined up to perform at the opening ceremony. All the performers came together to form 'Team Kenya' which presented the ***Tushangilie Kenya*** song under the stewardship of Mwalimu Wasonga as the soloist and Masinde Muliro University Band providing the back up. The Cabinet Secretary, Dr. Amina Mohammed attended the official opening presided over by Tanzanian Vice President Madam Samia Suluhu.



Fig 6: Dr. Amb. Amina Mohamed (right), Cabinet Secretary, Ministry of Sports, Culture and Heritage, Republic of Kenya, Madam Samia Suluhu the Vice President of Tanzania (3rd right) during the opening ceremony.

During the opening ceremony, all the Kenyan participants were lined up to dance in their different dance styles of their respective communities. This was a show of how diverse the Kenyan nation is but still united to the extent that we would all dance to the same song and still create harmony. The renowned East African artist, Diamond Platinumz, also graced the stage during the opening ceremony.



Fig 7: The Cabinet Secretary during the opening ceremony



Fig 8: The Principal Secretary, State Department for Culture and Heritage arriving at the Stadium for the Opening Ceremony

2.4 The Kenya Pavilion

A Kenya pavilion decorated in the Kenyan colors was set up to receive visitors and provide information about Kenya, especially for tourists who showed a lot of interest on Kenya culture. There were also give-aways from the Department of Film Services and the National Museums of Kenya. Among the notable visitors to the stand was the Cabinet Secretary in charge of Culture Madam Amb. Dr. Amina Mohamed, the Principal Secretary Madam Josephtha Mukobe, the Deputy Secretary General for Productive and Social Sectors at the EAC Secretariat, Hon. Christophe Bazivamo, the Kenyan Ambassador to the URT Mr Dan Kazungu, accompanied by the Directors at the Ministry of Foreign Affairs, and the Director of Social Affairs at the EAC Madam Mary Makoffu



Fig. 9: The Cabinet Secretary signing the visitor's book at the Kenya pavilion

2.5 Performances during the JAMAFEST 2019

Kenya was well represented in the presentation of cultural performances during the festival which ranged from traditional music and dance, theatre, comedy, contemporary dance, fashion shows, modeling and spoken word amongst others. The best performances were selected for a gala presentation. 2019's JAMAFEST festival saw over 500 artistes, exhibitors and government officials from Kenya take part in the regional arts and cultural extravaganza, the biggest contingent at the festival.

The performances during JAMAFEST were spread in several venues, with the main venue being the National Stadium where the main podium was erected. This stage was very ideal, especially for the popular bands and cultural dances; however, for theatre, comedy and spoken word, an indoor theatre would have been ideal. Depending on the daily programme the Kenyan teams were ferried to the performance venues courtesy of the host country.

The Short Stature Society of Kenya (SSSK) members also performed at the festival with very entertaining skits on topical issues such as child labour, domestic violence among many more; as persons living with disability in relations to promotion of cultural diversity was one of the thematic areas of the festival. The group also entertained participants with some of their comic plays. Other highlights of the festival included music, dance, comedy and drama performances that were showcased by representatives from Kenya including GYG Band, Vitimbi Group, Rikki na Marafiki Band among others.



Fig 10: The Tazama drummers in action



Fig 11: Elimu cultural promoters from Baringo County performing a traditional folk song



Fig 12: Chuka drummers from Tharaka Nithi performing a traditional dance



Fig 13: Narok University Maa Cultural Troupe

2.5.1 Jam Sessions

These are impromptu performances by a group, especially jazz musicians, that are often characterized by improvisation. The jam sessions were mostly held in the evenings before the close of business each day. These sessions also attracted Kenya's participation, especially the bands. The Tanzanians dominated this late night sessions since the other teams from other countries had to rush back to their hotels for supper and hence found it difficult to return back to the Stadium owing to transport logistics in the evening.



Fig 14: Gonda Asili dancers from Likoni Mombasa county

2.5.2 Theatre performances

This is a collaborative type of performing art that utilizes live performers, typically actors or actresses, to present the experience of a real or imagined event before a live audience in a specific place, often a stage. During the festival, most of the theatre performances were held at Taasisi ya Sanaa na Utamaduni (TASUBA) an EAC centre of excellence in the promotion of culture based in Bagamoyo in the south of Tanzania. Kenyan teams, notably Vitimbi comedians and Short Stature comedians, represented the country in this category.



Fig 15: Vitimbi Group Performing during the festival

2.6 Exhibitions

A display of Kenya's artistic works was at the main stadium. The JAMAFEST category of exhibition mainly included Art exhibitions consisting of an array of artifacts from countless forms of human creativity including: Fashion and design, paintings, drawings, crafts, sculptures, video installations, sound installations, performances, interactive art and fashion shows.



Fig 16: Evelyn Shiemeko in her craft stall

Kenya for its part had ferried a range of artists from across the country to showcase their artworks. Emphasis was given to Made-in-Kenya products with groups such as the EFCC Gifts Store, Afromoda Designs, Maasai Group from Narok, NASRI Designs, which showcased food processing, textile, garments, ceramics, sculptures, fine arts, jewelry, as well as traditional (indigenous) medicines among others.

Each partner state was allocated 30 3x3metres tents, a table and two chairs and power source while decoration was done by individual partner state. It is

this space that Kenya used to showcase their rich diversity of art and cultural artefacts.



Fig 17: Willis Otieno an artist from Kisumu county talking to an interested visitor at his stall.

2.7 Fashion and Modeling

A fashion show is an event put on by a fashion designer to showcase new designs of clothing and/or accessories during a specified event. Models are used to display and represent these clothes and accessories by way of a catwalk to an audience. Kenya also participated in fashion and modeling by presenting different themes during the show, though predominantly traditional and in accordance to the creativity theme.

It is observed that Kenya's fashion and design has tremendously faced dynamism due to current trends globally. However, the designers were able to showcase fashion in different designs especially incorporating modernity using the Maasai *shuka*.



Fig 18: Kenyan male models pose for a photograph

It is imperative to note that Kenyan artists had a chance to get the necessary exposure and form networks across the East African Community. This was an avenue to exchange and share ideas for development.

2.8 Film, Video and Documentary Screening

There was a platform for EAC film practitioners to expand their film market as well as to engage and cooperate with their counterparts. There were specific days for documentary, film, and video shows for each member country. There was also a specific day for East African Community films awards to the best film based on the quality and promotion of cultural tourism.

2.9 Traditional Games

Traditional games were not left out. Kenya was represented in Stone tossing, spinning a cone and *ajua* games with two participants in each game. The games were played on 24th and 25th September, 2019.

2.9.1 Stone tossing game

This is traditional game played by a group of two or five girls using five small stones each of about two centimeters in diameter, commonly played at a flat ground covered by short soft grass. In the Abagusii community, the game is known as *Ochako* and was performed by circumcised girls after seclusion during their recuperation as a pastime game. Kenya was represented in this

category by Divina Kerubo and Mercyline Kwamboka from Muranga Teachers College.

The game may have other names in other communities, but the Tanzanians referred to it as *Mudako*.



Fig 19: Kenya and Tanzania girls playing mudako

2.9.2 Spinning a cone game

Spinning cone game requires a cone, a whip and a floor surface or a smooth level ground. This traditional game was commonly played by young boys in the Agikuyu community of central Kenya. It was played as a pastime sport for competition and also for entertainment. The young men start the game by coiling the whip around the cone and then pull in different directions, which sets the cone to spin while the players keep the cone spinning by repeated whipping. An expert player will appear outstanding by having his cone spin longer than the others. The game is known as *mbira* or *mbiruri* in the Agikuyu community.

At JAMAFEST, Kenya was represented by Samuel Kamau and Haron Mwendia from Muranga Teachers College.



Fig 20: Kenyan team showcasing the game

2.9.3 Ajua (Board Game)

This traditional game which is played as a recreational game is popular among the Swahili people of East Africa. *Bao*, as it is commonly called, is played on a board with four rows and 8 squares and 32 pits known as holes or *mashimo* and 64 seeds are divided between two players. The game has different versions and varies from place to place in terms of its name, number of rows and holes on each row. It is known as *Bao* in Swahili, and *Ajua* amongst the Luo community. This skillful game is played for leisure, mostly by men, and in this category Kenya was represented by Michael Kalamia and Joseph Aboko from the County Government of Nairobi.



Fig 21: Kenya vs Tanzania ajua teams where Kenya emerged the winners.

2.10 Mountain Climbing

Mountain climbing was identified as one of the activities to promote the awareness of the role played by natural resources in promoting regional integration, economic growth and tourism. Each of the EAC Member States boasts of a host of natural resources such as mountains, national parks, reserves, forests and minerals. Each of the Member States was required to present a mountain climbing representative and together they would climb Mount Kilimanjaro.

The Kenyan representative, Mr. Luka Waiganjo, was able to travel to Moshi, Tanzania on 20th September, 2019 owing to the fact that the date for the climb had been moved from 16th to 21st September. The postponement arose from delayed communication from some of the Member States with regard to their representatives in the mountain-climbing event. Three countries, that is, Kenya, Tanzania and Uganda sent their representatives, Luka Waiganjo, Anita Brown and Joel Acana respectively. Tanzania also sent Jocktan Cosmas Maluli to represent the Urithi festivals. The team was briefed on 20th September and was ready and well prepared for the Mt. Kilimanjaro challenge.



Fig 22: Mt Kilimanjaro Climbing Team, from right Luka Waiganjo, Jocktan Maluli, Joel Acana and Anita Brown

The climb was flagged off on 21st September at the Marangu Gate, Mt. Kilimanjaro Headquarters by Government officials. The hike took 6 days and on the 4th night, at 12.00am the team took off from Mt. Kilimanjaro Base Camp (Kibo camp) for the summit (Uhuru peak). It took climbers 1 hour to climb to the highest point of the mountain. The climb was a great success and they were able to present the flags of the three states at the top of the mountain. They also presented the JAMAFEST and Urithi logos as a demonstration of the position occupied by our natural resources, culture and heritage in the promotion of integration and prosperity of the EAC.



Fig 23: Kenyan climber, Mr Waiganjo, displaying the national flag at Uhuru Point, Mt. Kilimanjaro's highest peak

2.11 JAMAFEST Symposium and Cultural Discussions

The symposium event is one of the key activities of JAMAFEST, the 2019 programme was held at the Dar-es-Salaam University College of Education. All Partner States were required to participate in the symposium by presenting a paper on specific themes anchored on the main theme of the festival “*Cultural Diversity: A Key Driver to Regional Integration, Economic Growth and Promotion of Tourism.*”

Preparation for the symposium starts at the second meeting of the festival when the theme is identified and approved by the RSC. Respective NOCs then identify and invite persons/personalities to submit abstracts based on the theme. Kenya's theme at the 2019 festival was on “*Persons with Disabilities and Cultural Diversity for Regional Integration.*”

The symposium was held on the 23rd and 24th September, 2019 with the opening ceremony officially performed by Prof. Rwekaza Mukandala of the United Republic of Tanzania. He talked about the importance of culture for sustainable economies and appreciated the organizers of JAMAFEST for providing a platform in which culture can be discussed, exchanged and viewed from an economic perspective. Remarks were also made at the opening

ceremony by the Deputy Secretary General, Productive and Social Sectors at the East African community.



Fig 24: The Principal Secretary giving her views during the symposium

The key note address for the day was presented by Dr. Kizito Maria from the Republic of Uganda whose topic focused on the main theme “*Cultural Diversity: A Key Driver to Regional Integration, Economic Growth and Promotion of Tourism.*” Among the participants present from day 1 was the Principal Secretary for the State Department of Culture and Heritage, Ms. Josephtha Mukobe, who actively made significant contributions throughout the discussions. The presentation on cultural diversity and the empowerment of women, youth and children was moderated by the Principal Secretary who gave insights on how the youth can be actively involved in cultural activities and the roles they play in promoting culture and arts. The panel discussions on the subject matter were very interactive with varied views on the empowerment of women in this day and time.

Day 2 started off with a presentation on “*Persons with Disabilities and Cultural Diversity for Regional Integration*” made by Mr. Dancun Ndegwa Mwangi. Mr. Ndegwa is a person living with a disability and his paper brought to light the idea of persons with disability identifying their space in development and being

part of it. He gave insights from a Kenyan perspective on the gains he has made in doing business with government and also the legal frameworks that are currently in place to support persons living with disabilities. The Principal Secretary also contributed to this topic as a panelist.



Fig 25: Mr. Duncan Ndegwa making his presentation at the symposium

The session on “*Policy and Regulatory Framework for the Promotion of Culture and Creative Industries*” was moderated by Dr. Evelyn Mushira who shared experiences from different countries and the cultural diversities in the region to engage the panelists on policy with a view to finding solutions to challenges facing the development of the cultural/ creative industries. And the last topic of the day was on *Kiswahili Language as a Catalyst for Regional Integration*. All the discussions anchored well with the objectives of JAMAFEST

We can only conclude that the discussions and debate of the festival met the objectives of JAMAFEST key among them being creating spaces for dialogue and discussions on cultural diversity for the promotion of the regions cultural expressions.



Fig 26: Dr. Evelyn Mushira stressing a point during the symposium

2.12 Cultural Excursions

City tours were organized for participants in the following areas: Kariakoo Market, National Museum and House of Culture, Mwenge Village and Makumbusho village which is an equivalent of Bomas of Kenya. Tours and excursions to Kilimanjaro, Selous Game Reserve, Udzungwa Mountain National Park, Saadani National Park and other important cultural heritage sites.

Other JAMAFEST excursion programs also took place in Bagamoyo and Zanzibar. For Bagamoyo, Kenya sent two teams, Vitimbi team of six consisting of comedians and Masinde Muliro University of Science and Technology (MMUST) band to perform at the outreach. This was a very successful program given the level of appreciation. The Principal Secretary, Josephtha Mukobe and Chief Administrative Secretary, State Department of Culture and Heritage led a strong team of twelve officials who had registered for the Zanzibar excursion. The team was met and received by the East Africa Kiswahili Commission officials at the Zanzibar Seaport. The team left for excursion at Spices

Plantations and the Stone Town after brief meeting at the Commission offices. Part of the team spent the night in Zanzibar to have a feel of Zanzibar's night life and cultural heritage.

3.0 AWARDS, MEDIA COVERAGE AND THE KENYAN GET - TOGETHER

3.1 Awards

Each Partner State was required to identify winners of compositions, films (7people per State, full length or short feature), documentaries (feature and short), submitted films were in high quality DVDs and must have been produced at least two years or more prior to submission. Films were submitted in prescribed forms supported by copyright certificates and permits. Films must have been in English or Kiswahili or have English or Kiswahili subtitles if it's in any other language.

Honorary awards were given to one art and craft practitioner and three persons per state in the music and music video, journalism and performing art categories that that had made significant contributions made significant contribution to the development of culture and tourism.

The United Republic of Tanzania sponsored one person to climb Mt. Kilimanjaro to raise host country's flag which was planned to coincide with the official opening. Individual Partner State were also expected to sponsor a hiker for the same purpose representing his country.

The following Kenyan cultural practitioners received awards in recognition of their work in their specific domain of culture:

No	Name	Category
1.	John Jolly Savala	Visual Arts
2.	East Africa Tour Guides And Drivers Association	Culture And Tourism
3.	George Orido	Culture And Tourism Journalist
4.	Ketebul Productions	E.A Music And Video Producer
5.	Ahero Creative Culture Group	E.A Best Performing Arts Group
6.	Department Of Film Services	Culture And Tourism Film

7.	Luka Waiganjo	Mountain Climbing
8.	Ministry Of Sports ,Culture And Heritage	Participation Certificate

Table 1: List of the Kenyan awardees

3.2 Media Coverage

The JAMAFEST 2019 edition was given reasonable and constant media publicity that an event of such magnitude deserves, though, with a bias towards the Kenyan delegation. On the 18th September, 2019 at 5.30pm, Real Image Communication EA Ltd began by facilitating media coverage during the Gala Dinner that was held at Milele Hotel, in South C, Nairobi that was also addressed by the Cabinet Secretary Amb. Dr. Amina Mohamed.



Fig. 27: JAMAFEST coverage on KTN Leo news

KTN and Citizen TV covered the event as a preamble to the delegation travelling to Dar-es saalam. Thereafter, Real Image designed a social media poster with the theme of the event, which was shared and posted on the Ministry of Sports, Culture and Heritage social media pages. All through the event, Real Image

communication teams in Nairobi and Dar-es-Salaam were in touch through a WhatsApp group with the Ministry officials sharing real time events that were happening making it easy to share content with media outlets.

It's worth noting that High Definition documentation via video and still images was executed by Real Image, from the flag off by the Cabinet Secretary Dr. Amb. Amina Mohamed, in Nairobi, to the very last day of the event at the Gala Dinner. The 8-day event (From 21st Sept – 28th Sept 2019) editorial coverage of the event was done by major mainstream media houses, including Citizen TV, KTN News, NTV and Weru TV. Real image used her network to get a wide coverage of the event across the media industry, including the digital media coverage by popular blogs, media house social media platforms and newspapers. See attached links and screenshots of the coverage by media houses. Some of the social media coverages include Citizen TV, City News and Kenya Today. Real Image has produced a 14-minute documentary that captures the JAMAFEST mood and the festival. This can be uploaded in the website and also shared on other social platform. As the documentary was submitted, raw footage of the event was also submitted. It can be archived and re-used in THE future.

3.3 The Kenyan Get-together Party

The Ministry top officials and the Kenyan Ambassador to URT, Mr. Dan Kazungu, organized a get-together party for the Kenyan delegation in appreciation of their eight-day participation in the cultural event. All the speakers during the dinner thanked the performers for their patriotism in showcasing Kenya's culture and lifting the Kenyan flag high at the regional event.

The Ambassador was very encouraged by the visit, stating that such events solidify our ties with the United Republic of Tanzania. Other top ministry officials including the Ministry's Chief Administrative Secretary, Mr. Noor Hassan Noor, gave inspiring remarks in appreciation of the Kenyan team and expressed the need to have frequent cultural events as these were avenues not only for entertainment and sharing cultural content but enhance regional integration.

4.0 JAMAFEST 2019 EXPENDITURE RETURNS

JAMAFEST 2019 EXPENDITURE RETURNS					
S/NO.	DESCRIPTION	QUANTITY	BUDGET KSHS.	ACTUAL EXPENDITURE KSHS	BALANCE KSHS.
1	Transporting participants from various parts of the country to Nairobi and other logistics	250	591,000.00	591,000.00	0
2	Transportation of participants from Nairobi to Dar es salaam and back	250	1,500,000.00	1,750,000.00	(250,000.00)
3	Transportation of participants from Msa to Dar es salaam and back	30	-	120,000.00	(120,000.00)
4	Freight cost (wares and items to be exhibited)	lump sum	395,000.00	375,000.00	20,000.00
5	Transportation and fuel of committee members and other senior ministry officials from Nairobi to Dar es salaam and back by road(2Vans)	2297litres	329,820.00	250,000.00	79,820.00
6	Air transport for senior officers ,HoDS and affiliated members	27	2,064,500.00	2,830,595.00	(766,095.00)
7	Accommodation				
8	Accommodation for Participants in Nairobi	250	3,250,000.00	3,250,000.00	-
9	Accommodation for Participants (Dar es salaam) & Dinner	250	11,000,000.00	9,125,000.00	1,875,000.00
Accommodation for official (Per diem)					
11	Accommodation for senior officers , HoDs and affiliated members		23,949,972.00	22,591,321.00	1,358,651.00
Hospitality					
12	Lunches on arrival and transit to Nairobi	250	400,000.00	393,350.00	6,650.00
13	Participant lunches for 8 days	250	2,000,000.00	1,500,000.00	500,000.00
14	Media Briefing /Dinner -nairobi	100	300,000.00	170,000.00	130,000.00
Cultural Excursion					
15	Transport	5 buses	250,000.00	250,000.00	-
16	Access Fees	300	150,000.00	150,000.00	-
Publicity , Branding Including Uniform and Communication					

17	Décor and maintenance for the entire Kenyan stand venue(Drapery, Flowers, magazine organizers, red carpet, cleaning services, power extension)		500,000.00	300,000.00	200,000.00
18	Production materials, Coverage, Editing, transmitting of news item to media houses and Post production expenses (scripting, commentary, music, graphic design)		500,000.00	2,726,000.00	(2,226,000.00)
19	Banners & Teardrops		2,108,000.00	1,348,000.00	760,000.00
20	Large and small flags	12	142,000.00	165,000.00	(23,000.00)
21	Report writing & Publication		500,000.00	465,000.00	35,000.00
22	T-shirts	1,000	1,000,000.00	1,586,000.00	(586,000.00)
23	Shirts/blouse	200	1,000,000.00	558,000.00	442,000.00
24	Others				
25	Performance fees	250	8,750,000.00	8,750,000.00	-
26	3 symposiums professional fees (30,000 per person per day) for 3 days	3	270,000.00	180,000.00	90,000.00
27	Insurance	250	650,000.00	609,671.05	40,328.95
	Festival items				
28	Gifts/ giveaways and purchase of artifacts		1,000,000.00	1,630,000.00	(630,000.00)
29	Doctors medical kit		50,000.00	50,000.00	-
30	Data bundles for transmission and digital communication. For 6 communications officers	6	54,000.00	54,000.00	-
31	Car Stickers		5,000.00	-	5,000.00
32	packaging material		-	18,950.00	(18,950.00)
		TOTAL	62,709,292.00	61,786,887.05	922,404.95

There was an arithmetical error of **Kshs.757,000** in the total budget. Instead of **Kshs.62,709,292**.

NB:- It was indicated as **Kshs.61,952,292**

5.0 LESSONS LEARNT, CHALLENGES, RECOMMENDATIONS AND CONCLUSION

5.1 Lessons Learnt

- i. Team Kenya was well facilitated by the Sports, Arts and Social Development Fund hence the enhanced distinguishability of Kenya at the event. The support from the Fund for cultural enterprises has hitherto been minimal denying Kenyan cultural and creative sector the deserved visibility and economic empowerment. For this sector to thrive at the national, regional and international levels, that broad-based financial support is assured.
- ii. It was noted that some of the participating teams had prior engagements coinciding with the JAMAFEST dates which they did not disclose to the vetting teams. This led to some groups being replaced at the last minute to the inconvenience of the organizers. For the next edition of JAMAFEST, the vetting teams must thoroughly engage the group for details including commitments and code of conduct before nomination for assignment.
- iii. The festival presented opportunities for artists and other cultural practitioners to network, share experiences and also learn new skills and technologies from other Partner States.
- iv. There was a lot of competition from exhibitors from the Partner States whose prices were significantly lower compared to Kenyan exhibitors besides our products being of a lower-quality. The selection of products for exhibition must ensure that high-quality materials representing Kenya's crafts industry are selected.
- v. With regards to the promotion of tourism, comfort for the tourists and to encourage more visitors, the Government and the Ministry in charge of Park Conservation in Tanzania put up comfortable accommodation/*bandas* for the visitors and charged a fee for their use. In this regard, the Kenya Wildlife Service (KWS) in conjunction with the Government should consider upgrading the available *bandas* and put up more in all the campsites in Mt. Kenya. This would encourage more visitors and especially those who do not have to experience the harsh weather conditions on the mountain.

5.2 Challenges

- i. Some officials abandoned the tasks assigned to them while in Dar es Salaam and became spectators to the events of the festival.
- ii. Lack of proper transport coordination led to some groups not to participate in some activities like the procession as well as the bands lacking transport to participate in the evening performances back to the hotels. This led to some of the participants paying for private means after the performances.
- iii. Kenyan exhibitors found it difficult to trade using foreign currency besides facing stiff competition from exhibitors from Partner States.
- iv. There were no proper arrangements for the display of products. Moreover, materials to facilitate display of artworks such as panels and tables were insufficient.
- v. While sufficient attire for the participants were procured, some teams did not get all the attire as planned because some teams used trickery to get more. The distribution was also done in the night.
- vi. Production and printing of the programme, which is very important for the smooth running of the event, was done when the festival had already begun hence leading to confusion as regards the timing of events and the venues.

5.3 Recommendations

- i. Preparations for JAMAFEST, starting at national level, should identify specific tasks for officials accompanying the teams for better coordination.
- ii. Transport logistics in the host country should be streamlined and well- coordinated. To avoid participants either getting stranded or being late for events and arriving late at their hotels. Additionally, management of means of transport should be coordinated from a central point for proper manning of the vehicles.
- iii. Exhibitors should be advised on the currency exchange rates to avoid being blindsided and exploited in a foreign country. The artists, more so, visual artists should be advised on the products/items to carry to enable them to sell. Some exhibitors, for instance, registered nil sales because some of them outpriced themselves.
- iv. The Regional Steering Committee Planning Meetings should ensure exhibition spaces are well-delineated and support materials for display are provided.

- v. The procurement and distribution of the branded materials such as T-Shirts, caps and sashes should be done in advance to avoid the scrambling that happened in Dar es salaam. It is prudent that this be done before the participants leave Kenya.
- vi. The host country should consider programme planning as a priority item that should be distributed in advance to partner states for concurrence and adoption.
- vii. There is need to initiate and fast-track cultural protocols with other East African countries to enhance country to country cultural exchanges.
- viii. Any official given a responsibility must prepare a report once back in the country as this will help in future programmes.

5.4 Conclusion

The festival was a success and it actualized the theme of cultural diversity the driver for regional integration, economic growth and promotion of tourism.

Despite the few challenges met by the exhibitors, most objectives of the festival were met. The main being; the festival as a means of fostering economic development in the East African Community through nurturing the growth of a strong cultural and creative industry sector.

Exhibitors were also seen to network with other artists from different countries, shared ideas, skills and experiences besides new cultures. This led to some exhibitors learning where to purchase some of the needed raw materials in their line of work. This will lead to the exhibitors having a lower cost of production but maximizing their profit. This networking will, therefore, ensure that the creative economy will have a higher growth sprout in the near future.



Fig. 28: Gonda Asili dancers from Likoni gala performance



Fig. 29: Dancers from the Republic of Burundi

APPENDIX 1

List of Performing teams

The following groups participated in the festival;

No.	County	Name of group	No. of performers	Genre
1.	Kakamega	Masinde Muliro University Band	14	Pop Band
2.	Kisumu	Ahero creative Cultural Group	30	Traditional Dance
3.	Siaya	Kent Mugenda	1	Nyatiti Player
4.	Uasin Gishu	Sisto Cultural Group	25	Traditional Dance
5.	Baringo	Elimu Cultural Promoters	20	Traditional Dance
6.	Narok	Maa Cultural Troupe	15	Traditional Dance
7.	Embu	Tazama Drummers	10	Traditional dance
8.	Tharaka Nithi	Chuka Drummers	20	Traditional dance
9.	Nairobi	Nairobi Dance Ensemble	30	Traditional dance
		Ricky Na Marafiki	6	Pop Band
		Short Stature Theatre Group	7	Theatre
		Vitimbi comedians	6	Comedy
10.	Nyeri	Wangui Kimani	1	Spoken word
11.	Mombasa	Likoni Gonda Dancers	25	Traditional dance
	TOTAL		204	

APPENDIX 2

PROGRAMME OF THE SYMPOSIUM

DAY 1: MONDAY, SEPTEMBER 23, 2019		
Time	Activity	Session Chair
8.00-9.30am	Arrival and registration	Director of Ceremony (DC) Lenny Mwjarubi
9.30-10.00am	Break and Networking	
Session 1: Keynote and Official Opening		Director of Ceremony (DC) Ms. Mary Makoffu
10.15-12.45pm	Tanzania National Anthem, East African National Anthem, JAMAFEST Theme song	
	Welcome Remarks from Ms. Joyce, Fissoo, Chair, National Steering Committee JAMAFEST	
	Key Note Address: Cultural Diversity: A key Driver to Regional Integration, Economic Growth and Promotion of Tourism by Dr. Kasule Kizito Maria (Uganda)	
	Remarks by Hon. Christopher Bazivamo, Deputy Secretary General, Productive and Social Sectors, East African Community	
	Opening Remarks by Guest of Honour Prof. Rwekaza Mukandala (Tanzania)	
12.45-1.00pm	Group Photo	
1.00-2.00pm	Lunch	
Session 2: Cultural Tourism and Regional Economic		Moderator: Uganda

Development		
2.00-2.20pm	Presentation: Cultural Tourism and Regional Economic Development: Linkages with Domestic Tourism Ms. Mary Consolata Kalikawe (Tanzania)	
2.20-3.30pm	Panelists: Mr. Kigenyi Benon Moses (Uganda) Mr. Aime Nkurunziza (Burundi) Dr. Kezia Odemba (Kenya) Dr. Vuningoma James (Rwanda) Discussion	
Session 3: Cultural Diversity and the Empowerment of Women, Youth and Children		
4.00-4.20pm	Presentation: Cultural Diversity and the Empowerment of Women, Youth and Children Mr. Jean Claude (Burundi)	Moderator: Ms. Josephtha Mukobe Principal Secretary, Culture and Heritage Kenya
4.20-5.30p.m	Panelists: Mr. Serunkuma Bruno (Uganda) Mary Ndarro (Tanzania) Dr. Everlyn Mushira (Kenya) Dr. Vuningoma James (Rwanda) Discussion	
5.30-5.40p.m	End of day one	
DAY 2: TUESDAY, SEPTEMBER 24, 2019		
Time	Activity	Session Chair
9.00-9.20a.m	Arrival and registration	Director of Ceremony

		(DC) Lenny Mwijarubi
9.20-9.30a.m	Recap of day 1 by rapporteur	
Session 4: Persons with Disabilities and Cultural Diversity for Regional Integration		Moderator: Tanzania
9.30-9.45a.m	Presentation: Why and how should Disability Dimension be Included in Development Cooperation Mr. Dancun Ndengwa Mwangi (Kenya)	
9.45-11.00a.m	Panelists: Mr. Charles Batambuze(Uganda) Mr. Aime Nkurunziza (Burundi) Mr. Maduhu William (Tanzania) Ms. Josephta Mukobe Principal Secretary, Culture and Heritage (Kenya) Prof. Niyomugabo Cyprien (Rwanda) Discussion	
11.00-11.30a.m	Health Break and Networking	
Session 5: Policy and Regulatory Frameworks for the Promotion of Culture and Creative Industries		Moderator: Dr. Evelyn Mushira
11.30-11.40a.m	Presentations Bridging Cultural Heritage Conservation and Development through Tourism: Community Involvement Perspectives in Tanzania Dr. Noel Biseko Lwoga (Tanzania)	
11.40-1.00p.m	Panelists: Hon. Akello Lucy (Uganda) Aime Nkurukunziza (Burundi)	

	Ms. Elizabeth Nasubo (Kenya) Ms. Doreen Sinare (Tanzania) Dr. Vuningoma James (Rwanda) Discussion	
1.00-2.00p.m	Lunch Break	
Session 6: Kiswahili language as a catalyst for Regional Integration		Moderator: Tanzania
2.00-2.20p.m	Presentation: Kiswahili Nchini Rwanda: Ufunguo wa Maendeleo Endelevu katika Africa Mashariki Pro. Cyprian Niyomugabo (Rwanda)	
2.20-3.30p.m	Panelists: Hon. Agnes Kunihira (Uganda) Aime Nkurunziza (Burundi) Ms. Elizabeth Nasubo (Kenya) Prof. Aldin Mutembei (Tanzania) Discussion	
3.30-4.00p.m	Break and Networking	
Session 7: Closing Ceremony		Director of Ceremony (DC) Ms. Mary Makoffu
4.00-4.30p.m	Presentation of Resolutions	Rapporteur
4.30-5.00p.m	Closing Remarks by Guest of Honour Dr. Seif Khatib (Tanzania)	