



**REPORT ON: ARTS ENTREPRENUERSHIP TRAINING AND  
CRAFT-SKILLS MENTORSHIP WORKSHOP, Rundu Teachers  
Resources Centre & Maria Mwengere Cultural Centre;  
(RUNDU, KAVANGO EAST REGION: 01 MARCH-03 AUGUST  
2018)**

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### 3. EXECUTIVE SUMMARY

The Arts Entrepreneurship Training and Traditional Crafts mentoring workshops in Kavango East Region was organised by the Art Foundation of Kavango & Artists Association (AFOKAA) in collaboration with the National Art Extension program (NAEP) of Kavango East Region, conducted the Artist training in Business/entrepreneurial skills and pottery, beading, basketry, wood-carving and blacksmithing mentoring workshops.

The Project was partially funded by the National Arts Council of Namibia and with in-kind support by the office of Deputy Director for Lifelong Learning, Arts and Culture, under the Directorate of Education, Arts and Culture). The workshop was facilitated by Mr. Mukoya Edward, Mukoja Joseph and Mr. Nseu Karel Tame as a co-facilitator. The traditional craftsmanship (Craft-making skills) mentorship workshops which started from 27 May until the 3rd of August 2018. The Mentorship workshop was facilitated by various craft master/mentor Mr. Kamwanga Johannes, Miss Edeltraud Kayando, Miss Shitoka Kristina, Mr. Siyambi Paulus Daniel and Mr. Augustinus Musenge.

We successfully conducted a training workshop in craft entrepreneurship and a total of 13 artists, crafters as participants and were awarded a Certificate of Completion at the end.

There were fifteen registered for a workshop but only thirteen (13) local artist, crafters successfully completed the training workshop and they had acquired skills and knowledge of business managements (finance, marketing, Administration and operation). A business plan document was completed at end of the training, which is ready to be used for sourcing funds.

A few participants register for Crafts skills mentoring workshop, it's only a total eight (8) youth from communities and 154 school-going children, acquired traditional skills (method and techniques) of craft-making as well as five temporary employment opportunities created for local traditional crafters. Therefore, the project it had successfully met all its objectives and the expected benefit were fulfilled, since the Entrepreneurial skills or knowledge were imparted among the artists in the region and the traditional art form practices or skills is being continued practiced or transmitted to the youth.

To conclude that, the Arts Entrepreneurship workshop it had built capacities or equipped local Artists, crafters, designers with the entrepreneurial and management skills to successfully run their



creative (Artistic) business and the involvement of local tradition crafter is an opportunity for the to get recognition and by transferring their indigenous knowledge and skills of the kind of traditional art form practices among the young ones in the region.

The project it had add value to the mandate of Arts & culture Directorate and its key strategic targets, the community and the nation at large: it had promoted or contributed to the importance and development arts entrepreneurial skills as well traditional handicraft sector or industry, through providing informal training workshop of Arts entrepreneurial skills and Traditional craft skills mentorship program; Recognition or preservation of tradition arts form or proving a platform for the youth to practice our tradition art form to enhance their creativity; also, through creating employment opportunities for the young people, elders in the creative sector or industry; collecting a database of potential local artists and crafters in the regions, which to be engaged in future as facilitators in schools and community arts centres. The project is envisaged to continues next year, with an intend to be replicated/expand it to the West of Kavango region if funding will be made available.

#### 4. INTRODUCTION

1.4 The Arts Entrepreneurship Training and Traditional Crafts mentoring workshops in Kavango East Region was organised by the Art Foundation of Kavango & Artists Association (AFOKAA) in collaboration with the National Art Extension program (NAEP) of Kavango East Region, conducted the Artist training in Business/entrepreneurial skills and pottery, beading, basketry, wood-carving and blacksmithing mentoring workshops.

The Projects was partially funded by the National Arts Council of Namibia and with an in-kind support by the office of Deputy Director for Lifelong Learning, Arts and Culture, under the Directorate of Education, Arts and Culture). The cultural/Arts entrepreneurship training workshop which started from 23rd April 2018 until the 8th May 2018. The purpose of the Arts Entrepreneurship workshop was to equip Artists, crafters, designers with the entrepreneurial and management skills on running their creative (Artistic) business. This training is designed for the artists that wants to make a living from their talents or art/creative products and give them a basic skill to help the young local artists, crafters to get starts with a small creative/cultural enterprise. This workshop seeks to nurture, mentor



and empower cultural/arts entrepreneurs to better their trade in cultural goods and services.

The workshop was facilitated by Mr. Mukoya Edward, Mukoja Joseph and Mr. Nseu Karel Tame as a co-facilitator. This arts entrepreneurship workshop took place at Rundu Teachers Resources Centre, Kavango East Region as from 23rd April up to 8th May 2018.

The traditional craftsmanship (Craft-making skills) mentorship workshops which started from 27 May until the 3rd of August 2018. The purpose of the mentorship workshop was to give opportunities for craft masters/practitioners in order to pass their traditional craft-making skills to young people in the region. It is a traditional craft-making and skills demonstration to the younger generation to learn this ancient skill of Kavango ethnic group's rich, diverse culture, authenticity of our tradition, as it forms part of Kavango heritage.

A traditional crafter for different crafts practice or form (Basketry, pottery, blacksmithing, bead-making and wood-carving) facilitated each specific workshop for 10 days. The Mentorship workshop was facilitated by various craft master/mentor Mr. Kamwanga Johannes, Miss Edeltraud Kayando, Miss Shitoka Kristina, Miss Siyambi Paulus Daniel and Mr. Augustinus Musenge. This series of Craft-making skills mentoring workshop took place at Maria Mwengere Culture Centre, Kavango-East Region as from 27th May up to 3rd August 2018.

#### 1.5 Aims and objectives;

The project's aim is to promote Arts entrepreneurship and traditional craft-making skills practices in the Kavango East region. The objectives are to;

1. To build the local capacities of sixteen (16) artists and crafters through providing a two-week art entrepreneurship (business) training workshop.
2. To initiate a traditional craftsmanship skills mentorship workshops by creating opportunities for the youth to acquire local craft-making skills through providing a series of five mentoring workshops.

## 5. PROJECT REPORT:

### 5.1 Project implementation



The call for participation (public invitation) as well as application forms for training and mentorship workshop was disseminated/distributed in advance to various constituency office of the regional councillors and youth centres in Kavango east region from 13-14<sup>th</sup> march 2018. Also, the information was disseminated through our Local radio public service announcement and radio live interview was held with the project coordinator on NBC Radio Wato services on the 14<sup>th</sup> of March 2018

Activity 1. Arts entrepreneurship skill (Business) training workshop:



**Figure 1.** Mrs. Shilima Christine, the deputy director for LLL, art and culture addressing the participants during official opening ceremony of the training workshop.





**Figure 2.** The Regional Governor Hon. Dr Samuel Mbambo handing over the certificate of completion to workshop participants.



**Figure 2.** The regional governor Hon. D. Samuel Mbambo (right) addressing Participants during the certificate award ceremony.

The training workshop for the youth in arts entrepreneurship skills which started from 23 April until 08 May 2018 and the training took place at Teachers Resources Centre, Rundu, and Kavango East region.

The workshop was officially opened by Mrs Shillima Christine, a Deputy Director for Life-long Learning, Arts and Culture with an interesting motivational speech towards participants, emphasised the contribution of the arts sector to the economy in the region during the first day of the Training session. We trained local artists and craft makers into entrepreneurship skills and to equip them with relevant skills of financial, administration and marketing, operation etc. The two-weeks training workshop were focused in six main components or core principles; entrepreneurial skills, legal form of business, marketing, financial management, SWOT analysis and business plan formulation. During the first week participants were equipped with theoretical knowledge of the technical aspect of the entrepreneurships and the second week were doing practical aspect of formulating their business plan in order for them to source start-up capital. The participants equipped with the skills in how to write a business plan and were able to know the different characteristic of the entrepreneur. Also, able to come up with marketing strategies and manage finance for their arts enterprises.

At the end of the workshop, an official certificate awards ceremony was held on the last day and the Regional Governor of Kavango East, Hon. Dr Samuel Mbambo was a Keynote address speaker at the ceremony highlighted about state of the development of the creative economy, artists support in the region and Mr. Makayi Benjamin was present acting as a deputy director



for Life-long learning, Arts and Culture in the region. (Please see the attached programs for more information).



**Figure 4.** A group of workshop participants with their facilitators who successfully Completed the arts entrepreneurship training.

## Activity 2. Traditional craft-making skills transfer training (mentoring workshop):

### 2.1 Traditional Pottery skills mentoring workshop



**Figure 5.** Community members participating in the workshop. **Figure 6.** School-going learners of Kayengona combined school participating in the workshop.





Figure 7. School learners of Sauyemwa combined school participating in the workshop



figure 8. School learners of Uvungu-Vungu combined school participating in the workshop.

## 2.2. Traditional Beading skills mentoring workshop



Figure 8. Community members participating in the workshop



Figure 9. School learners from Haiyambo Kristian J. Combined participating in the workshop.

Figure 10. School learners from Sarusungu combined school participating in the beading workshop.



Figure 11 School learners from Noordgrens secondary school participating in the workshop.





Figure 12 School learners from Rundu secondary school are Participating in the workshop.

### 2.3. Traditional Wood-carving mentoring workshop



Figure 13. Community members are participating in the wood-carving workshop.



figure 14. School learners from Dr Romanus Kampungu secondary school Participating in the wood-carving workshop.



Figure 15. School learners from Elia Neromba secondary school Participating in the wood-carving workshop.



## 2.4. Traditional Basketry skills mentoring workshop



Figure 16. Community members are participating in the basket-making workshop.



figure 17. School learners from Dr Alpo M. Mbamba secondary are participating in the basket-making workshop.



Figure 18. School learners from Maria Mwendere secondary are Participating in the basket-making workshop.



## 2.5. Traditional Blacksmithing skills mentoring workshop



Figure 18. Community member participating in blacksmithing skills workshop.



figure 19. Community member participating in the blacksmithing skills workshop.

A traditional craftsmanship (Craft-making skills) mentorship workshops for the youth which took place from 27 May-03 August 2018 and the series of craft workshops were held at Maria Mwengere Cultural Centre, Rundu, and Kavango East Region. There were a total of five traditional crafters for different crafts practice or form (Basketry, pottery, blacksmithing, bead-making and wood-carving) and each workshop took ten days each.

A mentoring opportunities focuses on bringing innovative crafters into becoming entrepreneur in the local crafts market. The mentoring workshop focused includes product development, craft-making method and techniques using primarily recycled and natural materials. It also focuses on providing the means for craft-makers to create employment for themselves with the skills acquired through this project.

Each series of craft making skills focused on a specific practice such as pottery, bead-making, blacksmithing, basketry and wood-carving. The mentors were expert in transferring their traditional knowledge and skills to participants, they were taught both theoretical and practical aspects of these traditional art form practices many centuries ago by our ancestors. Each mentoring workshop was mentored by this expert/craft master and it was conducted during morning and afternoon sessions. The community members were attending the morning session from 8h00-13h: 00 and while the school learners were allowed only to attend the afternoon sessions from 14h: 00-17h: 00. (Please see the attached programs for more information)



## 5.2 Participants/beneficiaries

The project benefited a total of thirteen (4 women and 9 men) Namibian, participated in the Arts Entrepreneurial skills training workshop and eight (5 women and 3 men) Namibian, participated in the series of five traditional craft-making skills mentoring workshops. Also, the participants were all from Kavango communities, living in the vicinity of Rundu urban and rural areas.

A total of three (Men) project facilitator or organizer conducted both the Arts entrepreneurial and Craft skills mentorship workshop.

A total of five traditional crafters or craft mentors had facilitated a series of craft-making skills mentoring workshops and one (men) from Hambukushu communities who live at Popa (Divundu), two (women) from VaGciriku communities, living at Nyangana & Shankara village as well as two (Men) from Vakwangali communities, living at Kasote village.

In addition to that, various school going children, a maximum of 14 learners (7 girls and 7 men) from eleven (11) different school in Rundu rural and urban circuits also participated in the series of craft skill mentoring workshops such as; Kayengona Combined School, Sauyemwa Combined School, Uvhungu Vhungu Combined School, Kasote Combined School, Sarusungu Combined School, Noordgrens Senior Secondary School, Rundu Urban, Rundu Circuit, Rundu Senior Secondary School, Dr Romanus Kampungu S. S, Elia Neromba S. S, Dr Alpo Mauno Mbamba J. S. S, and Maria Mwendere S. S. School. (Please see an attached list of participants/schools for both workshops for more information)

## 5.3 Social and/or economic impact on the community in which project/activity was carried out

The projects had strengthened the local capacities of Artists and crafters in the region and promoted the local traditional craft skills as a viable means for sustainable growth and poverty reduction, particularly in rural areas. They benefited through acquire business skills in marketing, product development, finance and management/administration. This also, assisted them by sharpening their entrepreneurship skills on selling their arts and craft products locally.

The arts entrepreneurship (business) training workshop assisted rural disadvantage people and marginalized communities by improving their life with entrepreneurial skills through easy access to finance or start-up capitals in order to generate income and create job for themselves (self-employment) in the creative industry. The project also encouraged local communities (Crafters) to develop a business plan (proposal) in order to access financial resources and set up their viable craft business in the region.



#### 5.4 Financial report

The Approved total budget of **N\$ 75,000.00** were allocated for all projects activities and the expenses incurs were as follows; Project coordinator N\$30,000.00, Mentorship workshop co-facilitator N\$ 16,399.98, Administrative Assistant N\$ 9,390.00, Traditional Craft Mentor N\$ 5,000.00, Training Manuals and Stationery N\$ 4,676.67 and Transport Services N\$ 4,530.00. This bring to a total expenditure of **N\$ 74,996.65** were partially funded for projects.

The organization (AFOKAA) contributed a total amount of N\$ 2,000.000 for Refreshment and snacks for participants during a training workshop.

Other in-kind supports received from the regional office of the deputy director for Lifelong learning, arts and culture, had availed a GRN vehicle plus a fuel consumption with a cost of N\$ 16,220.00

#### 5.5 Challenges

The main difficulties encounters during project implementation was: delay or very late payment of money attributed to NACN staff members, to be used in the project activities and staff members, which resulted in changes in completing the project milestone and activity timelines; lack of cooperation or lack of stakeholder engagements and little supports into a project activities especially by the regional government (culture officers, Regional councillors, youth officers, etc.) and only one staff member in the line ministry rendered his assistance and the rest, they did not involve all in the implementation of the project activities.

There was no fund available for food and refreshments for participants both workshops and so, they sacrifice themselves by trying means to fulfil the purpose and being committed to the attendance in the workshops. We could not provide participants with accommodation since the facility (Maria Mwendere centre) staff were unable to assist us with a high numbers of participants due to limited budget allocation, water and electricity bills were very high.

#### 5.6 Project/activity outcomes

We successfully conducted a training workshop in craft entrepreneurship and a total of 13 artists, crafters as participants and were awarded a Certificate of Completion at the end.



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## 6. Conclusion

To conclude that, the Arts Entrepreneurship workshop it had built capacities or equipped local Artists, crafters, designers with the entrepreneurial and management skills to successfully run their creative (Artistic) business and the involvement of local tradition crafter is an opportunity for the to get recognition and by transferring their indigenous knowledge and skills of the kind of traditional art form practices among the young ones in the region.

The project it had add value to the mandate of Arts & culture Directorate and its key strategic targets, the community and the nation at large: it had promoted or contributed to the importance and development arts entrepreneurial skills as well traditional handicraft sector or industry, through providing informal training workshop of Arts entrepreneurial skills and Traditional craft skills mentorship program; Recognition or preservation of tradition arts form or proving a platform for the youth to practice our tradition art form to enhance their creativity; also, through creating employment opportunities for the young people, elders in the creative sector or industry; collecting a database of potential local artists and crafters in the regions, which to be engaged in future as facilitators in schools and community arts centres. The project is envisaged to continues next year, with an intend to be replicated/expand it to the West of Kavango region if funding will be made available.



## 7. Recommendations

Finally, I do recommend that, the plan for improvement are to be made such as: funds are to be increased, N\$ 75,000.00 are very little resources to cover the expenses of such a development project in the region with an impactful activities, in order to cater for necessary cost of food and refreshments, accommodation, transports, per diem, etc.; according to our experience and difficulties encounters, the budget should be approximately not less than N\$ 150,000.00 to operate effectively; all the project funds (money) allocated must be directly paid in the organization's banking account to avoid late or delay of payment, resulted in changes in project milestone completion dates; In future, the project must be endorsed by the Regional Authority especially management committee to get a fully cooperation or stakeholder engagement for smooth implementation of the activity without experiencing any difficulty of getting participants in order to improve more involvement of the youth as participants into the programs. If the regional management committee to get full cooperation and to be held accountable for the activities executed especially the senior staff member of their constituency office the regional councillors.

The allocation of the funds to arts projects by NACN and relevant authority to recipients per region is not publicly available and not transparent to all stakeholders in the regions, there should be also be published or disseminated through the media platform.

Lastly, I do recommend, during the craft skills mentoring session with school learners, their school teachers were pleaded or wishes the traditional crafter as mentor should be incorporated in the school class teaching during the arts and craft period on their school budget accounts, to create an opportunity for learners to gain this skills during schooling period, since its little time was available for the school going children to acquire all the method and technique of craft making.

The project is envisaging to continue in future, since the fact that entrepreneurship and small to medium enterprises is considered as the backbone of Namibia's economic growth and social development. Currently, there are few programs providing the skills, knowledge and abilities for entrepreneurs in the creative industry in the two regions. This traditional art is our sources of creativity and inspiration, which is part of our identity so the continued practices of these art form is importance for socio-economic development in the society.

