

Mugariro Winter Arts Festival 2017



PVO. No: 08/16

Concept Note

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Mugariro

Proposal

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Executive Summary

Organizational background

Together As One (TAO) is a Developmental communication organization founded in 1992 which saw the pioneering of the participatory communication fraternity. Through its strategic focus, the organization's participatory communication methodologies has become the fulcrum for integrated inventiveness. To date the organization has cumulative experience in developmental areas including health, human rights, life skills development, capacity development, Democratic governance processes in the developmental fraternity. To date Together As One Manages an expanded portfolio of projects targeting women, children, youth, general urban and rural adult populaces, itinerant and susceptible populations.

The organization's core activities includes: Rural and urban organized knowledge outreach which bridges the knowledge gaps through capacity building for rural and urban populaces, Mugariro project which provokes the community and its leadership to take action against women and children maltreatment , Media Alive project which targets young people and the Safety, Health, Awareness National Dialogue and Action project targeting workplaces.

1. Vision

Achieve real development through participatory communication and integrative initiatives

2. Mission

To utilize action driven initiatives in developing capacities of targeted communities. Provide information through participatory communication strategies on developmental issues. Creation of platforms for skills, experience sharing and fostering integration and Advancement of the creative arts industry.

3. Objectives

1. To develop capacities by participatory workshops and provide technical assistance to targeted social groups for the realization of national developmental goals.
2. To improve communities' understanding through multimedia, theatre and performing arts for them to challenge practices affecting development.

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3. To create platforms for skills, experience sharing and foster integration for action driven solution seeking in achieving development realities.
4. Promote creative arts through skills development and capacity building for sustainable growth.

Mugariro project

Project Background

1. Objectives of the festival

1. To challenge and address set community norm and values that infringes women and children from enjoying their rights.
2. To develop capacity and promote integration on action driven mitigatory strategies in response to rights infringements within communities.
3. To create platforms for women and children to express their views through creative arts.
4. To promote the development of creative arts as a source of livelihood.

1. Background

Maltreatment of women and children's rights is on a sharp increase leading to distressing current national development at the same time threatening the future development of the country, according to statistics provided from different sources it is clear that any social or economic ill perpetrated on that affect women cascades down to affect children thus this calls for sustainable and effective interventions (source). Despite the fact that policies against maltreatment of women Cases including gender based violence, early marriages, Rape, harmful traditional practices existence reflects gaps within existing policies. four components of child abuse including physical abuse, sexual abuse, psychological abuse and neglect are visible within our society leading to serious effects including the continuation of harmful cultural practices, child labour, violence against children, child trafficking among others.

2. Rationale

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Traditionally the project has been known as a festival held only once annually, however it is against such a background that Mugariro project has been developed to a project with increased frequency amongst targeted social groups through a cycle of activities implemented throughout the year thus bringing forth results in efforts to mitigate challenges faced by women and children in different communities. The festival has become one of the activities aimed at maximizing achievement of set goals in the intervention against maltreatment of women and children.

3. Proposed intervention

After implementing other activities the **Mugariro Community Arts Festival** brings together different encounters to one fora where things are deliberated and visualized through an open eye beyond just documented reports, where results achieved from the intervention are measured against set goals, where achieved results are further emphasized for purposes of policy adjustment or formulation

The uniqueness of this year's festival edition is the commemoration of Together As One's silver jubilee which on the 25th October and will be intertwined with activities of the festival week. The six days will find array of activities dedicated to the special event exhibiting models of the organization's work under the new PVO's status

4. Methodology

Mugariro Community Arts Festival (MUCAFEST) as a component of the Mugariro project seeks to bring to the table real issues whilst at the same time bringing together target communities, service providers, policy makers and stakeholders with an interest in the wellbeing and development of the society and nation at large through action provoking platforms. In advocating for improved livelihood for women and children the festival hosts seminars, workshops, media briefings, forums, policy briefings, performances, exhibitions. These activities will target different age groups beginning with the kindergarten level, primary schools, secondary and high schools, colleges, out of school young people and adults who occupy different positions within the society.

5. Resource Required:

The festival committee has proposed the use of six venues which includes Cyril Jennings Hall, Zimbabwe Hall (For Primary and Secondary Schools), Highfield Fuld Day Care Centre (for ECD Hub) which are from City of Harare, Takashinga Cricket Club (For Family shows), Mushandira Pamwe and Highfield church of Nazarene (For faith based organizations). Partners or festival sponsors may choose to support a particular venue which they can dominate in visibility and promotional materials. All the venues will provide space for exhibition of various NGOs,

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community clubs as well as corporate companies who would have chosen to support the festival events. Corporate companies and NGOs are also given space to sample and promote their brands and services and maximize their mileage.

Other resources needed include sound system, public Address equipment, filming equipment, Decoration of venues, Promotional materials, food and beverages and finance for other costs associated with the festival and the silver jubilee programme.