



KELEDI E TSHEGADI

NTWA KGATLHANONG LE TSHOTLAKAKO YA BONG

PROJECT PROPOSAL



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Contents	Page
1. COMPANY SUMMARY.....	3
2. KELEDI E TSHEGADI TRADIDIONAL MUSIC AND DANCE FESTIVAL.....	6
3. OBJECTIVES.....	8
4. TARGET MARKET.....	8
5. JOB CREATION.....	9
6. FESTIVAL REQUIREMENTS.....	9
7. COMMUNICATION AND MARKETING.....	10
8. IMPLEMENTATION PLAN.....	10
9. SUSTAINABILITY	10
10. REPORTING AND EVALUATION.....	11
11. BUDGET BREAKDOWN.....	11

1. COMPANY SUMMARY

Nomtiti Cultural Ensemble NPC started in 2012 and is based in Ramosadi Village, Mahikeng in the North West Province. The company is now becoming one of the vibrant and visible arts organizations in the country. Its core artistic disciplines are: Traditional Music/ Indigenous and Dance Edutainment Company formed basically to uplift and empower female artists to address the gender imbalances, since the male artists are dominating the industry.

One of the founding pillars of the NPC is to preserve culture and to correct the traditional unbalance/unjust practices faced by women and people with disabilities in our society. It is also Nomtiti Cultural Ensemble NPC's aim to create jobs through talent development and address the crises of youth unemployment in our country.

Nomtiti Cultural Ensemble won the South African Traditional Music Achievements Awards (SATMAs) Best Traditional Dance Group category in 2018 and 2019 consecutively. In 2021 they won Best Traditional Artist/Group of the Year which was the main award at the SATMAs. The Ensemble has also been nominated in a total of 20 categories at the SATMA Awards since 2014. Nomtiti Cultural Ensemble has performed at the main events of the SATMA Awards since 2014 till 2021. In 2018 they also performed at the BRICS Summit and 2022 they performed at the North West Sports Awards which were held at Sun City. The Ensemble has also taken part in major art festivals like Mahika Mahikeng as one of the main performers and has released 9 music albums to date. Some of these highlights are shown on the pictures below.

**19 TIMES
SATMA AWARDS
NOMINEES**

2018 SATMA AWARDS BEST TRADITIONAL DANCE GROUP WINNER



**2019 SATMA AWARDS WINNER
(BEST TRADITIONAL DANCE GROUP)**



PARTICIPATION AT THE SATMA AWARDS



**Nomtiti performing during
the SATMA Awards in 2014**



**Another stunning
performance Nomtiti Cultural
Ensemble at the SATMAs in
2015**



**SATMA AWARDS
2016**



**Performance by Nomtiti
Cultural Ensemble at
Mpumalanga during the
SATMA Awards in 2020**

2. KELEDI E TSHEGADI TRADITIONAL MUSIC AND DANCE FESTIVAL

Keledi e Tshegadi is a traditional music and dance festival with a conscious aim of addressing **Gender-Based Violence and Femicide** in South Africa as the statistics rise every day. The festival is a response to the call of President Cyril Ramaphosa, who declared gender-based violence (GBV) as the second pandemic the nation is facing at this time, for everyone to enter the battle field and fight as GBV. In 2019/20, a total of 2 695 women were murdered in South Africa. This means a woman is murdered every three hours. *'Keledi e Tshegadi'* is a Setswana phrase and its loosely translation in this project means **a tear of a female person**, which really describes the state in which the nation is in regard this pandemic. The first edition of this festival was held 16th April 2022 at Tseoge Village, Kagisano Molopo Municipality. The festival featured traditional dance, indigenous music, drama and speeches from different stakeholders including the South African Police Services, Lawyers and Traditional Leaders.

GBV is taking away the dignity and humanity of many women and girls and thus create depression. This reduces the speed in which gender equality and equity should be taking place in our society. *'Keledi e Tshegadi'* is a mouthpiece of many women, girls and boys of different classes of the society who cannot voice their experiences of abuse on their own because art is one of the best communication tools to send message to different people in different places.

The country continues to see unacceptable acts of violence committed on different genders daily but girls and women are the most affected ones hence the festival is called **Keledi e Tshegadi**. Even though accounted cases of gender-based violence and femicide are shockingly high, the sad reality is that many incidents remain undocumented, underreported and are unaccounted for within national statistics. The statistics of the first quarter of 2021/2022 shows that just in three months 10 006 people were raped. In 2019/2020 the South African Police Service recorded 53 776 sexual offences and 42 664 of these were rape cases. According to the 2020/21 statistics 9 518 people were raped between January and March 2021.

The Department of Health reported a cumulative total of 36 363 new sexual assault cases at public facilities for the 2020/21 financial year. This number is not the complete picture as it only covers public facilities. With festivals like this one, there is a decrease of over 800 cases of sexual offences that are far more often, perpetrated on women according to the statistics of the first quarter of 2022/2023 financial year.

Nomtiti Cultural Ensemble is determined to continue in this war against GBV and 2023 edition of Keledi e Tshegadi will be held on the first weekend of Women's Month (6th August 2023). This will kick start this month by motivating women to stand against any form of gender based violence by emulating women who stood against the country's pass laws in 1956.

'Keledi e Tshegadi' provides engagement of men and boys to encourage the detoxification of negative masculine behavior. Our mothers, sisters, daughters and friends are raped and killed by people we know. They walk among us and they are in our communities. They are our fathers, our brothers, our sons and our friends; violent men with utterly no regard for the

sanctity of human life. Femicide in South Africa is five times higher than the global average, with South Africa having the fourth-highest female interpersonal violence death rate out of the 183 countries listed by the WHO in 2016. At the start of level 3 lockdown in 2020, 21 women and children were murdered in two weeks.

'Keledi e Tshegadi' also gives women and young people financial stability by creating jobs for them. This helps them to eradicate hunger/poverty which is one of the factors that contribute to GBVF. This festival also comes in handy to different artists and their families in these times in which many people have lost their jobs and others have lost businesses due to COVID 19 and have nothing to support their loved ones with.

A developmental program in a form of dance workshops and clinics will be held two weeks before the main festival to improve the standard of artists in Kagisano Molopo. Keledi e tshegadi Traditional Music and Dance Festival also assists upcoming artists in rural areas to acquire experience by sharing stage with some of the well-established artists and it increases participation of youth, women, people with disabilities and elder persons in the arts industry. *'Keledi e Tshegadi'* promotes collaboration among artists in the creative industry.

Tears running down many women's faces are wiped by creating an environment that helps them to heal from abusive memories of the past. *'Keledi e Tshegadi'* creates and embrace the atmosphere that promotes the right to life, freedom of speech and expression, freedom of association which are provided in the Constitution of the Republic of South Africa, Act 108 of 1996. It creates the environment that gives boys and girls the freedom to enjoy safe childhood life and protects humanity irrespective of one's sexual orientation.

In September 2021 alone there were number of terrible crimes committed against women and girls. There was Fort Hare law student, Ms Nosiselo Mtebeni who was murdered and dismembered in East London. Grade one pupil from Khensani Primary School in Soshanguve, who was raped in the school toilets. Ms Pheliswa Sawutana was strangled to death in Kosovo informal settlement in Cape Town. Ms Palesa Maruping who was found hanging from the ceiling of a house in Khuma Location in North West, and many which were not trending in different media platforms.

From one of his speeches against GBVF, President Ramaphosa said, "As a Nation we cannot afford to keep silent at the face of such injustice. We should speak for these victims including Tshegofatso Pule and her unborn daughter, Naledi Phangindawo, Nompumelelo Tshaka, Nomfazi Gabada, Nwabisa Mgwandela, Altecia Kortjie and Lindelwa Peni. We shall speak for the 89-year-old grandmother who was killed in an old age home in Queenstown, the 79-year-old grandmother who was killed in Brakpan and the elderly woman who was raped in KwaSwayimane in KwaZulu-Natal. The six-year-old Raynecia Kotjie and the six-year-old child found dead in the veld in KwaZulu-Natal and all women and children who were killed by men. We should stand up and do anything that will contribute in stopping any form of **GENDER-BASED VIOLENCE** from occurring".

The destination is thousand miles away, but we should not be discouraged but be dedicated and determined to take the first step and move towards it until someone takes over. Not that we will enjoy the fruit of our effort but for it to be enjoyed by our grand-grand-children .

3. OBJECTIVES OF KELEDI E TSHEGADI

The objectives of this project are:

- a) To address Gender-Based Violence in South Africa and the African Continent
- b) To create job to eliminate poverty in our communities,
- c) To assist marginalized and upcoming artists in rural areas to acquire experience by sharing stage with some of the well established artists.
- d) Increases participation of youth, women, people with disabilities and elder persons in the arts industry
- e) Promote collaboration in the creative industry,
- f) To promote Setswana Culture and the South African Heritage at large,
- g) To empower small business by renting their services for purpose of accomplishing the fighting against GBV and other social illnesses,

4. TARGET MARKET

‘Keledi e tshegadi’'s target audience is the general public with special reference to the following segments;

- Families
- Women and young girls
- Young people
- Elderly people
- People with disabilities
- Civil Movements & Women’s Equality Movement.
- sponsors,
- Project Management Team (Keledi e tshegadi),
- Museums (Mahikeng Museum & Kraaipan Museum),
- SAHRA- South African Heritage Resources Agency,
- NHC – National Heritage Council of SA,
- Credo Mutwa Foundation.

Keledi e Tshegadi Traditional Music and Dance Festival is expected to attract about 5400 spectators. This number is expected to rise after the show because the footage will continue to be accessible on digital media platforms.

5. JOB CREATION

This edition of '*Keledi e Tshegadi*' Traditional Music and Dance Festival will create 66 seasonal jobs for community members as dancers, singers, management team, sound engineers, security, cleaners and marshalls. 50.9 % of these jobs will be occupied by black young female South Africans.

6. FESTIVAL REQUIREMENTS

Transportation

We need transportation for the crew, stage set, stage props and technical equipment to produce a quality show.

Stage set-up

The stage will be in a shape of a kgotla/kraal. The main idea is to bring back the picture of how our African forefathers spent their leisure time in the past because the past has significant factor in this problem.

Kgotla is an institution of authority and custodian of culture. This is where most disputes were solved. This set is needed because Africans believe in giving everyone a chance to express himself/herself freely in traditional kgotla meetings (*mafoko a lekgotla a mantle otlhe*). The setup also gives us the change to revisit the customary law to identify those parts of it and practices which oppress women, girls, people with disability including men and boys.

The structure can also be seen as *segotlo/setlagana/lelwapana/sekereme* where women raise their daughters and are able to share their experience with their peers.

The following material will be needed to build a set of that nature;

- Gum poles
- Smoke machine
- Lights and torches
- Reed and dry grass
- Different animal skins and horns

7. COMMUNICATION AND MARKETING

The festival will be marketed through the following methods:

➤ **Radio interviews and advertisement.**

Radio interviews with the organizers, artist and other participants would be conducted on different community radios stations. Radio adverts will also be made. These Community Radio Stations include Mahikeng FM, Mmabatho FM, Kopanong FM, Bokone Bophirima FM, Ratlou FM and Modiri FM. Others will be considered seriously to reach the audiences where performances are scheduled in the North West Province

➤ **Print media**

A2 Posters would be distributed around the villages in Kagisano Molopo Local Municipality. This includes public places, schools, residential areas and online pages.

➤ **Social media**

There will be short video and audio promos which will be uploaded on YouTube, Facebook and WhatsApp. This process is one of the fastest and most affordable ways of mobilization/audience development. To reach more people posts will be promoted by paying extra money on the media platform.

Analytic	Current Situation	Goals (by August 2023)
Current likes on Facebook	34 444	65 000
Current YouTube subscribers	4 430	7 000
Current Instagram followers	869	3 000

8. IMPLEMENTATION SCHEDULE

Traditional dance workshops and clinics >>>> 22nd July 2023

Traditional music and dance festival >>>> 05th August 2023

9. SUSTAINABILITY PLAN

The sustainability of this festival which raises awareness depends on funding from different institutions so that it becomes freely accessible to different classes of people for it to be more fruitful by sending the message to all corners of the world.

With the staff Nomtiti Cultural Ensemble has, this project/festival will continue beyond any funding. These are dedicated and hard working young men and women who managed to build Nomtiti Cultural Ensemble into a well-known institution and brand in the province and nationally out of nothing.

Nomtiti Cultural Ensemble is the multi–South African Traditional Music Achievement Awards nominees (19 nominations) and back-to-back Best Traditional Dance Group winners. The Organization will continue to use its fundraising skills as a continuous process to raise funds from other funding agencies and approach institutions like SEDA, NYDA and other agencies for project management workshops/trainings to empower staff members further. Selling Nomtiti’s products (music CDs, DVDs, and merchandise) and services will also help to finance the festival in the future. The introduction of a positive legacy to attract the audience for continuous purpose and honest reporting will attract different sponsors and donors.

10. REPORTING AND EVALUATION

A post event report and audited financial report (by external auditors) will be submitted with PoE. The NPC will also honor the MoU signed with any sponsor(s).

11. BUDGET BREAKDOWN

ITEM DESCRIPTION		QUANTITY	UNIT PRICE	TOTAL
Project coordinator		1	R25 000.00	R 25 000.00
Secretary		1	R18 000.00	R 18 000.00
Stage manager		1	R 7 000.00	R 7 000.00
Marketing manager		1	R15 000.00	R 15 000.00
Traditional dance workshop facilitator		3	R12 000.00	R 36 000.00
Technicians		2	R 8 200.00	R 16 400.00
ARTIST/GROUP				
➤ Local		15	R 20 000.00	R 300 000.00
➤ National		5	R 35 000.00	R 175 000.00
Stage		1	R25 000.00	R 25 000.00
Sound		1	R35 000.00	R 35 000.00
Venue		1	R 5 000.00	R 5 000.00
Marketing	➤ print media (A2 posters)	1 000	R 25.00	R 25 000.00
Branding	➤ wall banner	4	R 4 600.00	R 18 400.00
Volunteers	➤ security personnel	12	R 1 000.00	R 12 000.00
	➤ Cleaners	10	R 700.00	R 7 000.00
	➤ Marshalls	15	R 500.00	R 7 500.00
Bank charges		1	R 8 000.00	R 8 000.00
Book keeping fees		1	R 9 500.00	R 9 500.00
GRAND TOTAL				R 744 800.00

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