

**TALKING POINTS BY DR. JACOB OLE MIARON (PhD), CBS,
PERMANENT SECRETARY, MINISTRY OF STATE FOR NATIONAL
HERITAGE AND CULTURE WHILE OFFICIALLY CLOSING THE
PERMANENT PRESIDENTIAL MUSIC COMMISSION (PPMC)
YOUTH TRAINING CAMP IN MUSIC AT THE PCEA WOGECT
CENTRE, MAKUPA, MOMBASA ON 22ND MAY 2009 AT 6.00 PM**

- ❖ Director PPMC, Mr. Rufus Thuku
 - ❖ Course facilitators and participants
 - ❖ Distinguished Guests
 - ❖ Members of the Press
 - ❖ Ladies and Gentlemen:
- ❖ I am very pleased to join you this evening and officially close this Camp organized by the Permanent Presidential Music Commission to train Youth in Music development.
- ❖ Ladies and Gentlemen:
 - ❖ The mandate of our Ministry include amongst many, the development of Music as business in Kenya. This Mandate is captured in our National Policy on Culture and Heritage which was approved by Cabinet in December 2008 and also in our Music Policy draft document which is waiting for cabinet approval. All this documents appreciate the economic potential of Music and the overall role of Culture and Heritage as an important vector for development. The Ministry is also aware that the 2008 UNDP/UNCTAD Word report on the creative/cultural

economy recognizes music as an important economic activity with positive consequences on economic growth and employment creation. Consequently with this in mind, PPMC, a department within my Ministry is tasked with responsibility of developing music in Kenya and during this year's 2008 - 2009 Performance Contract period, had targeted to develop all aspects of music and dance in Kenya through hosting camps such as this one.

- ❖ I believe that you have benefited greatly from this camp.
- ❖ Kenya has an abundant and untapped music and dance talent that needs nurturing and developing with a view to create employment for our youth.
- ❖ The country has enjoyed a rich musical history where, before independence, all Kenyan communities had music for all occasions spanning from child birth, through all other rights to burial ceremonies.
- ❖ At, and around independence, Kenyan musicians came up with unique sounds and melodies which blended very well with regional and international styles making her a very proud owner in the market.
- ❖ The ministry has observed that popular production and consumption of such music is steadily declining, while the musicians who brought the country to fame through developing Kenya's own popular styles like

twist, and even later, benga, are aging out leaving very few or none to carry on the secrets of these sounds.

- ❖ In the absence of proficiency training in music, Kenyan youth rely on raw music talent to compose, arrange and even perform music.
- ❖ The government, through my ministry, believes that, for effective implementation of music and dance development programmes, training of musicians is of paramount importance.
- ❖ The Permanent Presidential Music Commission has developed a music skills development programme in order to address this gap. The first of this series of programmes is this one which has been held in Mombasa and we wish to congratulate coastal youth for good attendance.
- ❖ Young musicians need skills in management of music, audio engineering, marketing, performance, song writing, arrangement and production. These areas, I am advised have been addressed in the just ending youth training camp.
- ❖ I am further informed that 100 participating youth qualified in the auditions conducted earlier on admission and conducted by very qualified personnel. This underscores the fact that we have youth who if given proper direction can make it in the world of music.

- ❖ The auditions targeted only those youth with proven talents and abilities and not beginners whose abilities had not manifested themselves. The training has been given to those in the 18 to 30 years age bracket, and those who have not had access to any other avenues of musical training.
- ❖ This youth camp has also dealt with matters of copyright, contract and related issues. This is very important to upcoming musicians who aspire to join the competitive international music business world.
- ❖ Facilitators for this workshop included song writers of repute, composers, arrangers, performers, instrumentalists and choreographers from the popular and gospel music scenes in the country.
- ❖ This youth camp has been fully residential, and has been fully paid for by the govt. (no charges to participants).
- ❖ Finally, I wish to assure you that we are not just going to identify talent and train you and then disappear. We will ensure that we grow with you. The Ministry will work with you to prepare intervention programmes to assist artists to acquire skills for the development of music as an important aspect of the cultural industries.

My thanks go to the following;

- ❖ Permanent Presidential Music Commission for organizing and coordinating this workshop to a great success.

- ❖ All the resource persons for the valuable information disseminated to our youth by themselves.
- ❖ The Ministry of Youth Affairs through the Provincial Director of Youth Affairs Coast Province for mobilizing the youth to attend the camp.
- ❖ PCEA Worgect Centre Hotel for hosting the youth camp so well and ably.
- ❖ All the participating youth and their parents for making this workshop a success.
- ❖ It is now my pleasure to declare this Youth Training Camp in music officially closed and to present the participants with awards .