

# **COUNTY GOVERNMENT OF BUNGOMA**



## **DEPARTMENT OF GENDER, YOUTH, CULTURE AND SPORTS**

### **Bungoma County Culture and Heritage Policy 2022**

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## CHAPTER ONE INTRODUCTION

### 1.1. Background Information

Kenya adheres to UNESCO's definition of culture as "that whole complex of distinctive, spiritual, material, intellectual and emotional features characterizing a society or social group. This definition encompasses, in addition to art and literature, lifestyles, ways of living together, value accepted systems, traditions and beliefs".

Culture gives a people their identity, which is passed on from one generation to another. Culture is thus the totality of a people's way of life. However, culture is dynamic and may be enriched by a gradual and innovative change process. County heritage on the other hand may be defined as the sum total of all the creativity in all its forms preserved, enhanced and handed over to future generations as a record of human experience and aspirations.

Culture as articulated by the United Nations Educational Scientific and Cultural Organization (UNESCO) and Universal Declaration on Cultural Diversity (UNCD) takes diverse forms across time and space. The diversity is embodied in the uniqueness and plurality of the identities of groups and societies making up humankind.

The centrality of culture and county heritage to the socio-economic and sustainable development needs of a county can neither be over-emphasized nor gainsaid. The global partnership established among Countries around the Millennium Development Goals (MDGs) underlines the important role of culture in meeting international development challenges.

Policies that aim at the inclusion and participation of all citizens are guarantees of social cohesion and a prerequisite for peace. The county government of Bungoma recognizes the vital role culture plays in sustainable development. In particular, cultural diversity widens the range of options open to every citizen; it is one of the roots of development, understood not simply in terms of economic growth but also as a means of achieving a more satisfactory intellectual, emotional, moral and spiritual existence.

The Bungoma County historically is inhabited by the Bukusu, Tachoni, Batura, Sabaot, Iteso, Bongomek and other Kenyan communities who reside side by side in peace. The County is generally cosmopolitan and has good representation of both local and foreign expatriates. This shall apply all the above aforementioned tribes and others residing in Bungoma County

## **1.2. Rationale for the County Cultural and Heritage Policy**

The need for a County Culture and Heritage Policy is informed by the challenges posed by modernization, free trade, democracy, good governance and the need for the respect of human rights, as well as balancing the diversity of cultural expression with economic and sustainable development.

In pre-colonial times, different communities lived in harmony within their socio-cultural, physical and natural environment. However, the situation changed drastically with the onset of colonialism, which imposed foreign languages, values, beliefs, lifestyles and traditions. Colonialism suppressed indigenous elements of culture and heritage and alienated Kenyans from many of their cultural practices. Moreover, the colonizers imposed various legislations and institutions with the objective of protecting their own cultural, political and economic interests. Post independent Kenya is now free to develop a Cultural and Heritage Policy that will rectify the situation and restore national pride. This policy will enable the county to overcome the challenges posed by modernization, globalization, liberalization, democracy and governance.

Bungoma County is a multicultural nation and requires a County Culture and heritage policy that recognizes this diversity. It has huge cultural resources and talents, which should be incorporated into national agenda. Since culture provides the ideological and philosophical foundation for national development, which is central to all development programs, the Kenyan cultural policy shall help in assessing and selecting ideas before adapting them to development programs.

Moreover, this policy recognizes culture as a repository of 'knowledge' which is manifested in all aspects of life as a guide to evolution of morals, attitudes, beliefs and values in society.

This County Culture and heritage policy therefore places culture and heritage at the center stage of development. It encourages the selection of appropriate technology and knowledge suitable for national development. It comprises actionable objectives and methods whereby district, provincial and national authorities support and encourage cultural development. It encourages the participation of the people of Bungoma in the development and promotion of culture, while enhancing cultural exchange and cooperation with other countries regardless of geographic or linguistic differences.

The County Culture and heritage policy is aimed at creating the benchmark necessary for mainstreaming culture and heritage and setting standards as well as raising awareness and the capacity building necessary for infusing culture and heritage as integral parts of public policy and development plans.

Finally, this policy seeks to define the major components of the Bungoma County culture as well as county heritage and further identifies and outlines major cultural institutions. The policy statement map out operational strategies and identifies the resources, approaches and administrative practices necessary for cultural renaissance and sustainable preservation of county heritage.

### **Policy Statements:**

- The County Government of Bungoma shall promote culture as the centerpiece and driving force behind human, social and economic development, and shall encourage cultural pluralism.
- The County Government of Bungoma shall take appropriate measure for the protection, conservation and preservation of tangible and intangible county heritage situated within its boundaries.

### 1.3. Policy Vision and Mission

The attainment of county unity within county cultural diversity for sustainable development.

The Mission of the County Cultural and heritage Policy is to provide direction to a sustainable cultural development in Bungoma County, and to enhance and promote creative participation of all Bungoma people in their cultural life.

## CHAPTER TWO

### CULTURE AND HERITAGE

#### 2.1 Tangible Cultural Heritage

Tangible culture refers to objects, movable and immovable, which men and women use to benefit from their physical environment. Tangible culture is, therefore, the outcome of design and product development that incorporates our past and adds value to our future. It includes the archaeological findings, which testify to the high degree of our past civilization, as well as contemporary architecture, which is a visible sign of Kenyan creativity. As Bungoma people progressively continue to interact with world technologies, this aspect of their culture needs to evolve in a sustainable and relevant fashion.

##### 2.1.1. Craft

The production of traditional crafts concerns activities inherited from individual and collective traditional creativity. It reflects an important aspect of the county culture, heritage and social environment. The craft sector provides an entry point into the economy for industries.

#### **Policy statement**

- a) The County Government shall enhance, support and assist in the promotion of the cultural heritage of Kenya by encouraging, preserving, sustaining and disseminating knowledge of traditional and contemporary tangible culture.
- b) The County Government shall be committed to the protection, preservation and even retrieval of important objects of tangible culture including archaeological findings, which bear witness to the antiquity of Kenyan Cultural expression.
- c) The county government recognizes the importance of research in the promotion and preservation of tangible culture and shall take all necessary steps to facilitate and encourage research in all tangible aspects of culture.



- d) The County Government shall put into place mechanisms to prevent financial and artistic exploitation of craftsmen and artists.
- e) The County Government shall take all necessary steps to ensure the use of tangible cultural heritage translates into the creation of wealth and employment.
- f) The County Government shall undertake to establish national arts galleries, to recognize, protect and promote art and creative talents.
- g) The County Government shall endeavor to preserve cultural landscapes that testify to the creative genius, social development and imaginative spiritual vitality of humanity, all of which are part of Kenya's cultural identity.
- h) The County Government shall be committed to the prevention of illicit trafficking of protected cultural objects.
- i) The Government affirms its commitment to International Conventions concerning the protection of World Natural Heritage to enhance the beauty and value of Kenyan natural landscapes, thus generating added economic value for the country.

### **2.1.2. County Dress Code**

Owing to the diverse cultural traditions, each ethnic community in Kenya has its own dress styles that are consistent with their physical environment and lifestyles. The impact of outside influences relegated these traditional modes of dress to the back seat in favor of the dominant Western and non-Kenyan modes of dress. Domination by non-Kenyan and even non Bungoma modes of dress has inhibited the evolution, acceptance and use of County attires.

#### **Policy statements**

- a) The County Government shall facilitate evolution of County Attire and adornments and shall constantly review and promote existing dress codes as well as help to promote the wearing of various African attires and adornments.

- b) The County Government shall protect the County Dress under the Industrial Property Act, 2001 and shall license its production for Commercial purposes.
- c) The County Government shall support the production of Kenyan attires and adornments, which will contribute to the economic development of urban communities especially among women groups.

### **2.1.3. Design**

The County Government of Bungoma recognizes the importance and role of design in cultural development and will work towards reduction of the impact of importation, external imposition and invasion of alien cultures and designs.

Consequently appropriate legislation and administrative mechanisms will be put in place for the protection, promotion and development of a County identity in the field of design, whether two dimensional or three, including dress, designs, artistic works, visual arts and architecture.

#### **Policy statement**

- a) The County Government shall review the enforcement of various statutes that apply to design and shall encourage public and private institutions and individuals to research, develop and promote all fields of traditional designs.
- b) The County Government shall encourage and support creativity and skill in the development of new designs and expressions
- c) The County Government shall protect innovation through the Industrial Property Act of 2001 and endeavor to provide an enabling environment for innovation to thrive.
- d) The County Government shall encourage and support the creation of design institutions.

#### 2.1.4. Visual Arts

In African traditions, visual arts have been closely associated with the daily lives of the people and have played an important functional role in African Societies.

Pre-Colonial Africa had a strong tradition of painting based upon both body and architectural paintings, which has survived up to the present times among many communities. Together with painting, sculpture and the graphic arts play an important role in fostering cultural identities, cultural dialogue and cross fertilization of ideas, styles and practices.

##### **Policy statements**

- a) The County Government will encourage the teaching of visual arts at all levels of the education system
- b) The County Government will enable partnerships with the private sector in promoting the visual artists and their works, especially through tax-facilities in compensation for private sponsorship of Bungoma County artists.
- c) The County Government shall promote visual arts by facilitating exhibitions and art fairs, locally, regionally and internationally and promote exchanges between artists from different cultural horizons.

#### 2.1.5. Health and Medicine

Health refers to the total physiological and psychological well-being of an individual. It also includes the systems of public, preventive and curative health management. However, although traditional medicine continues to play a significant role in many Kenyan communities it has not been accorded the respect it deserves.

There is need for formal institutions as well as legal regulatory framework in order to create parity between traditional medicine and contemporary medicine.

##### **Policy statements**

- a) In order to control and improve traditional medicine, the County Government undertakes to protect traditional healing methods and indigenous knowledge

and in particular shall conserve and preserve natural resources as an important source of traditional medicine.

- b) The County Government will also establish regulatory measures and licensing guidelines for traditional medicine and facilitate integration of traditional medicine into modern health care systems and promote its national use through development of technical guidelines and adherence to international standards
- c) The County Government shall undertake to establish legal and regulatory measure and licensing guidelines for herbal medicine and practice of traditional medicine

#### **2.1.6. Food and Drinks**

Food and drinks are part of people's culture. Cultures have various foods that are suitable for sustenance on various occasions, ceremonies and rituals. The culinary habits of each ethnic community have made them evolve specific ways of preparing their own foods and drinks while acknowledging the accompanying taboos and etiquettes.

The foods and drinks satisfy and guarantee the communities' nutritional requirements and add nourishment as well as the inherent medicinal value.

##### **Policy statement**

- a) The County Government, in collaboration with the private sector, shall encourage the use and consumption, development and popularization of inter-ethnic traditional dishes and drinks. It shall also encourage growing of traditional food crops, their preparation, preservation and presentation.
- b) The County Government shall encourage cultural exchange amongst committees in culinary arts
- c) The County Government shall initiate research, documentation and conservation of knowledge and traditional foods and drinks

### 2.1.7. Historical Sites, Monuments and Physical Environment

Sites and Monuments form the county's immovable heritage. These cultural landscapes are a testimony of identities and shared aesthetical values. The conservation and appreciation of such sites and monuments promotes a stable society and ensures recognition and respect for the differences and cultural identities of distinct communities.

Contemporary inspirational Bungoma County architecture testifies to creativity and paves the way for tomorrow's heritage.

#### Policy statements

- a) The County Government will establish and fund institutions at different levels to ensure the conservation and promotion of Kenya's immovable heritage and will further enact laws that provide the appropriate legislative and administrative framework for the protection of sites and monuments.
- b) The County Government will encourage the participation of local communities in the planning and management of sites and monuments.
- c) The County Government is committed to the protection and promotion of county contemporary architecture, which, together with well thought out urban planning, contributes to a culturally adapted physical environment for a growing part of the Bungoma people.
- d) The County Government shall encourage sustainable projects in areas with immovable heritage so as to contribute to people's social welfare, improved quality of life and sustainable development

### 2.1.8 Intangible Cultural Heritage

Intangible Culture is defined under the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage of 2003 as "the practices, representations, expressions, knowledge and cultural spaces associated therewith that communities, groups and, in some cases, individuals recognize as part of their cultural heritage...."

Intangible Culture manifests itself through oral tradition, performing arts, social practices knowledge and practices concerning nature and the universe and traditional craftsmanship”.

Artists in Kenya, like others in Africa, have always functioned as custodians of mores and the voices of vision of the society. They illuminate the society’s social realities and prophesy about its potentials. They make the society aware of aspects of nature to which it might remain blind or at least relatively indifferent.

They also play a significant role in the economic development of the Country, with their creative activities contributing to the development of cultural industries, which in turn attracts foreign investment, tourism and generate income.

It is through art that society can react with understanding and interpret its physical and social environments, express its views, define its family and kinship systems, as well as demonstrate the power of language. Appreciation of the creative arts in their entirety and the role of the artists in society in particular awaken and contribute to the development of the individuals in imaginative perception and insight into a wide range of life.

### **Policy statements**

- a) The County Government shall enhance, support and assist in the promotion of the intangible cultural heritage of Bungoma by encouraging, preserving, sustaining and disseminating knowledge of traditional and contemporary intangible culture.
- b) The County Government shall be committed to the use of information technology as a means for the preservation of intangible cultural heritage, especially its endangered aspects. In particular, the Government shall be committed to the preservation of intangible culture using computer technology

- c) The County Government shall be committed to the training and education of personnel on aspects of inventory use, research, audiovisual documentation, and archiving and conservation practices.
- d) The County Government recognizes that intangible culture is part of Kenya's National treasure and heritage and needs to be embraced, appreciated, promoted and protected.
- e) The County Government shall be committed to the exportation of intangible culture as well as its development
- f) The County Government shall put in place mechanisms to prevent exploitation of artistes.
- g) The County Government affirms its commitment to the Convention for the Safeguarding of the Intangible Cultural Heritage (CSICH).
- h) The County Government shall commit itself to facilitate the work of artists and of all cultural practitioners both at home and through Regional and international cooperation.

### **2.1.9 Performing Arts**

Performing arts refer to music, drama, dance and recitals (Narratives, histories and poetry). In the African set up, performances always reflect the aesthetic principles and ethical values of the society. Some of the performing arts are the media of teaching the young and passing language values, literary traditions and styles from one generation to another in the society.

In Kenya, music is traditionally used to entertain, educate and communicate important messages.

Through it, people express their hope for the future.

Music and dance among Kenyan communities play important roles in various development activities. Due to their roles, research and formal study of music should be given due emphasis in both formal and informal education.

The economic contribution of music cannot be over emphasized. A well-developed music and dance industry will create employment and wealth.

### **Policy statements**

- a) The County Government shall create and sustain an enabling environment in which performing arts will thrive and, in particular, shall support creative expression as an effort to revive and revitalize dying languages, traditions and practices.
- b) The County Government will improve legislation to enhance protection of artistes' rights.
- c) The County Government shall endeavor to promote the development of talent in the performing arts. In particular, the government shall utilize the County Music and Cultural Festival as the principal channel for talent development with a view to greater promotion of intangible culture.
- d) The County Government shall take all necessary steps to promote and encourage research in all aspects of performing arts: music, drama, dance and recitals, oral narratives, histories and poetry.
- e) The County Government shall support and promote the use, teaching and examining of music and dance in all learning institutions as a means of transmitting and promoting culture and inspiring creativity among the Bungoma people.
- f) The County Government shall ensure that appropriate administrative and regulatory framework is put in place to ensure equity and cohesion in the use and accessibility of performing arts centers both local and county level.
- g) The County Government will create an enabling environment within which music and dance will be promoted as an integral component of culture. To achieve this, the County Government will facilitate enactment of appropriate legislation to protect copyright and all intellectual property rights of Bungoma modern and traditional music and dance



### 2.1.10 Games and Recreation

Games, sports, recreation and entertainment are important for intellectual, emotional and physical development, as well as relaxation of the mind and body. Apart from contemporary sports and games, Kenya has a rich heritage of traditional games and sports that have been afforded inadequate exposure; examples include traditional wrestling, bullfighting, ajua, gicandi and boat racing. These have a significant public relations role to play by boosting the national image.

#### Policy statements

- a) The County Government will encourage the revival, preservation and promotion of traditional forms of recreation and entertainment and facilitate provision of adequate facilities for traditional sports, games and recreation equitably throughout the county.
- b) The County Government will also put in place institutional structures to manage and coordinate traditional games, sports, performing arts and recreational activities

### 2.1.11 Language

Language is central to human communication. It is an indispensable tool which is used to describe, classify and catalogue experience, concepts and objects. There is therefore a symbiotic relationship between language and culture. This relationship is indexical, symbolic and sacrosanct. It must therefore be upheld and promoted.

A language long associated with the culture is best able to express most easily, most exactly, most richly, with more appropriate overtones, the concerns, artifacts, values and interests of that culture. Language and culture are complementary, in that language is learnt culturally and culture largely acquired through language.

Kenya is a multi-lingual country with over 40 indigenous languages, numerous dialects and several other languages, including English, which is also used as a language of instruction.

There is lack of adequate legislation protecting and promoting Kenya's languages. This situation persists despite UNESCO's efforts in various fora to provide direction and enforceable policy statements under the Universal Declaration of Linguistic Rights (UDLR), which emphasizes the need to revitalize and develop the ethnic languages, so that they can effectively participate in national development. Few efforts though have been made by Government to come up with language policies that provide pragmatic directions on functional institutional support.

Kenya's indigenous languages have the capacity to awaken people's imagination. The loss of these languages would result in a total loss of knowledge of the bio-diversity and its interaction with the environment as well as the culture of the community they represent. The study of indigenous languages therefore has to be given its due priority at all levels of education from Primary school to the University.

The Government education policy on the use of indigenous languages provides for the learning and teaching of these languages up to an elementary level. However, it does not adequately sustain their growth and development. Consequently, the languages can hardly cope with the demands of development in Kenya as witnessed in many community projects and initiatives, which have collapsed due to communication breakdown.

Realizing that Kiswahili is becoming the lingua franca of East and Central Africa and the Great Lakes Region, there is need to accentuate the place of Kiswahili, promote and also popularize it as a National language.

### **Policy statements**

- The County Government shall encourage and create an enabling environment within which languages including non-verbal, sign and text languages will be promoted.
- The County Government shall harmonize education, language and cultural policies and ensure consistency while encouraging the teaching of indigenous

languages at all levels of education including Schools, Colleges and Universities.

- The County Government shall undertake to promote Kiswahili as a language of instruction and as a National and Regional language of communication as well as one of the official languages of the United Nations.
- The County Government shall encourage families, educational institutions, media and individuals to develop facilities, equipment and human resources to promote a mastery of indigenous languages in order to evolve a base on which other languages could be learnt.
- The County Government shall encourage learning of foreign languages as a means of interaction with other people and as a promotion of international communication.
- The County Government shall take appropriate steps towards the realization of a County language policy

### **2.1.12 Literature**

Literature refers to the written works of creativity published in Kenya, and the rest of the world, that are read and discussed informally and formally and/or oral texts which are in indigenous and foreign languages, recorded and published and which are available for study, viewing, discussion, and literary analysis.

Books play an important role in culture and the promotion of cultural heritage as the principal medium for the transmission of both oral and written aspect of culture.

#### **Policy statements**

- a) The County Government will encourage writing and publication in Kiswahili and other indigenous languages and encourage and protect artistic expression among creative writers and oral artistes as provided for in the Copyright Act of 2001

- b) The County Government will also facilitate and support the study of local literary works in our educational institutions and promote imaginative writing, choreography and oral expressions which may manifest themselves in prosody, narratives, poetry, dance, music, drama, autobiography and reminiscence among others.
- c) The County Government undertakes to support and facilitate research in written and oral literature both traditional and contemporary as well as encourage a culture of reading.

## CHAPTER THREE

### CULTURAL INDUSTRIES

#### 3.1 Publishing industry

With the globalization of cultural exchanges and the severe international competition accruing from it, the promotion of strong national cultural industries has become a strategic challenge for Kenya.

The publishing industry plays an important role in promoting the country's literary traditions, culture and identity and allowing full expression to the creativity and originality of Kenyan writers. Moreover it is an essential contribution to education through the production of manuals for primary, secondary and higher education, as well as research.

The export potential of this industry is important and contributes to the dissemination of Kenyan culture. Within Kenya itself, the distribution of books through an efficient role of bookshops will improve the income of writers and publishers as well as contribute to the democratization of culture.

#### 3.2. Cinema and Audio visual industry

These industries (film and audio visual production) concern creators and distributors countrywide as well as an increased population of viewers throughout Kenya. These productions portray all Kenyan activities. Today all film and video productions represent a major stake in the perception of Kenyan society as well as a potential source of income.

The development of specifically Kenyan film and audiovisual industry rests on the training of actors, directors, technicians and the existence of funding capabilities by local producers. International cooperation through co-productions, participation in international competitions and professional fairs are an integral part of the strategy for developing these industries through the national and international market. The promotion of local talents drawing on local themes and realities, have in eyes of

foreign publics an added cultural value, which has to be taken into account for active promotion.

### 3.3 Multi-media Industry

Multi-media productions are progressively gaining ground in world markets. They rely on techniques, which Kenyan artists have mastered, and on creative powers, which they show abundantly. With due promotion, their work will meet with success, nationally and internationally.

### 3.4 Recorded music Industry

In Kenya as in most countries, the record industry suffers from illegal copying and consequently from a dramatic loss of income arising from copyrights infringements. This situation is all the more serious, as Kenyan music has traditionally been the foremost Kenyan form of cultural expression.

#### **Policy statements**

- a) The County Government in partnership with the private sector shall create an enabling environment for the development of cultural industries, in line with the overall economic development of Kenya. Partnership, on a regional, continental and international basis, will be sought to promote Kenyan cultural industries.
- b) The County Government in partnership with right holders' will ensure the efficient protection of copyright and related rights in Kenya. The enforcement of the law will be accompanied by information campaigns for the benefit of all right-holders.
- c) The County Government shall encourage the activities of creators, producers and distributors all over the Country by placing emphasis on training in Kenya and abroad and on promoting both old and contemporary works in order to create a national consciousness of the value of national film and audiovisual productions.

- d) The County Government will combat all forms of piracy, which deprive Kenyan artistes, and creators of their income.
- e) The County Government shall encourage the production, distribution and broadcasting of local cultural programmes with a view to promoting a sustainable cultural industry and awareness of national cultural identity.

## CHAPTER FOUR

### THE FAMILY & PROTECTION OF COMMUNITY RIGHTS

#### 4.1. The Family

The foundation of the Kenyan society has always been the family as the smallest unit of society and kinship relationships. However, with the advent of modern culture we have embraced contemporary concepts of family brought about by inter marriages between Kenyans and other nationals.

#### Policy statements

- a) The County Government will work in concert with other institutions to strengthen the family and kinship relations as a foundation for a unified County.
- b) The County Government will provide easy access to families by developing cultural facilities at local level i.e. libraries, facilities for performing and visual arts for the benefit of small rural communities, increase facilities for artistic education from young children, at primary school level.

#### 4.2. Protection of Community Rights

The peoples of Kenya have unique cultural innovations resulting from their long term interaction with their environment and nature. These cultural expressions are threatened with extinction by internal and external influences.

Some of the community cultural properties are literally stolen or illicitly transferred from their places of origin to destinations that have no bearing to the cultural objects thus denying the communities the right to pass on their heritage to the younger generations for posterity.

There is need to adopt interventions geared towards promotion and protection of the cultures of Kenya's communities.



## **Policy statements**

- a) The County Government shall ensure the protection of the rights of all peoples and in particular promote the rights as are enshrined in International legal Instruments by either adopting or domesticating them

### **4.3. Heroes and Heroines**

Heroes and Heroines are individuals who through selfless sacrifice have contributed to the well-being of Kenya and/or their communities in diverse ways.

Persons who fall in this category include individuals who through patriotism, integrity, commitment and vision contributed to the liberation struggle, prophecy, knowledge, cultural values and practices, arts, sports, scholarship research, statesmanship and other special achievements.

## **Policy statements**

- b) The County Government shall ensure that an appropriate legal and administrative framework is established to facilitate the identification and recognition of heroes and heroines.
- c) The County Government shall establish appropriate institutions to oversee the administration of the County heroes and heroines scheme.

## CHAPTER FIVE

### MEDIA, EDUCATION & CULTURAL TOURISM

#### 5.1. Cultural Information

The modern methods of communication such as newspapers, books, films, television, radio and Internet may not be culturally sensitive, but are effective means of modern information dissemination. Recognizing that culture must operate within current technological framework, there is a need to encourage the merging of the traditional and the modern media, while maintaining certain professional, moral and ethical standards.

#### 5.2. Print Media

Recent developments in the area of civic education and electoral activities arising from the democratic perception of governance indicate that there is need to invest in public information and education through the print media.

#### 5.3. Electronic Media

The electronic media has the capacity to entertain, inform and educate. It is a powerful means of arousing the interest of people by portraying and projecting images on their day-to-day activities.

#### **Policy Statement:**

The County Government will encourage dissemination of positive cultural information about Bungoma County communities through all media, and undertake to further ensure that organizations, individuals and institutions in all forms of media offer the people of Bungoma culturally oriented programmes which are competitive in terms of relevance and aesthetics.

#### 5.4 Education

Education is a continuous process in which society and a Nation passes knowledge skills and values from one generation to another. It is formal, institutionalized and

informal, occasioned by various social dynamics within the society. This also includes research and training in higher institutions of learning.

Education should lead to the appreciation and strengthening of one's cultural identity as well as the appreciation and acceptance of people in other cultures. It should also be designed and tailored in a manner that it becomes a carrier and transmitter of knowledge, appropriate skills, values, identity and outlook that enables people to survive and prosper within their own environment and culture. Education should aim at promotion of the varied and rich cultural diversity in Kenya.

The earliest possible association of all forms of artistic expression within the educational process at school should favor the development of the creative potential of Kenyan children. They should be given the possibility of an early contact, not only with works of art, but with artists themselves. The direct contribution of artists to the education of children would also be of profit for them.

#### **Policy statements**

- a) The County Government will encourage links between industry and educational training institutions as well as the infusion of cultural values, knowledge and attitudes in the school curriculum from early childhood through to the University.
- b) The Government will encourage individuals and institutions to conduct research in culture and also document and disseminate the findings.
- c) The Government will encourage cultural exchange programmes within schools and inter-cultural exchange programmes among schools. In this regard, the Government will also encourage educational institutions in establishing links with foreign institutions for the purpose of facilitating student exchange programmes.
- d) The Government will encourage capacity building within all departments dealing with culture and shall in particular undertake training of cultural personnel.

- e) The Government will encourage the development and training of cultural personnel.
- f) The Government will encourage the development of indigenous media of communication using relevant languages, art, design, architecture, music, dance, literature, drama and theatre.
- g) The Government shall support and strengthen Kiswahili and other languages as compulsory subjects in early childhood education, primary and secondary education and tertiary education and shall encourage its use. The Government will encourage and support a holistic education process, which will enable learners to develop their identity and personality, thereby enhancing their prospects for economic independence.

### **5.5. Cultural Tourism**

Whereas cultural tourism is a vital foreign exchange earner and a major employment sector in our country, it is also an important avenue for local, regional and international understanding and has implications on intercultural relations and reduction of conflicts. However, there are negative values that may come with tourism and globalization which lead to sexual exploitation, drug abuse, the distortion of aesthetic and ethical values, commercialization and loss of cherished artistic tangible and intangible culture items and the undermining and distortion of cultural norms and values.

#### **Policy statements**

- a) The County Government shall encourage public, private individuals and institutions to establish and maintain networks that promote cultural tourism while ensuring that cultural products and services are not unduly exploited and/or corrupted.
- b) The County Government will actively assist individuals, public and private institutions/organizations and communities in organizing, managing and marketing cultural products, festivals and services.

## CHAPTER SIX

### CAPACITY BUILDING, IMPLEMENTATION STRATEGIES AND FUNDING

#### 6.1. Capacity Building

A sustainable national policy on culture requires highly trained and informed professionals in all sectors in order to ensure its implementation and the achievement of its goals. Moreover, the development of cultural industries and the gradual transformation of performing arts groups into real business enterprises, necessitates that an increasing number of persons be trained on cultural marketing and management practices.

Due to the globalization of the cultural markets and of the diffusion of their products, the training of Kenyan nationals in that field should have an intellectual outlook.

#### **Policy statement**

- a) The County Government shall establish capacity building programs in all cultural sectors with special emphasis on cultural project management. Among the sectors, special mention shall be made of cultural research and information, cultural administration and management, regional and international cultural cooperation.
- b) The County Government shall facilitate regional and international cooperation and bilateral linkages

#### 6.2. Implementation Strategies

Several Ministries are currently involved in the promotion of cultural activities in one way or another; however there is need for a coordinated approach to the promotion of such activities to create cohesion and consistency in the implementation of the cultural policy.

The Ministry in charge of culture and heritage will have the overall responsibility of implementing the culture and heritage policy of the Republic of Kenya.

### **Policy statement**

The county government shall establish a County Council of Culture and Heritage as an advisory body to the Ministry in charge of implementing the Kenya National Culture and Heritage Policy.

### **6.3. Funding**

To support implementation of this policy the County Government will source funding from the following:-

- (a)* The Consolidated Fund;
- (b)* Private Sector;
- (c)* International and Local Non-Governmental Organizations;
- (d)* Multilateral and Bilateral Co-operating Partners.
- (e)* Endowment Fund

### **Policy statement**

- I. The Government shall set aside funds and engage donors and other private sector actors to ensure the proper funding of the proposed structure set out in the culture Policy.
- II. The government shall ensure the National Council of Culture is financially independent and autonomous in the sourcing of funds.

## CHAPTER SEVEN

### INSTITUTIONAL FRAMEWORK

#### 7.1. Introduction

The Government shall make appropriate legislation to encourage the integration of key actors dealing with culture within existing structures to work together in ensuring the successful implementation of the Culture and Heritage Policy. In particular all county Government departments shall be integrated into the County Government action plan for the implementation of the County Culture and Heritage Policy

This chapter prescribes institutions that will manage the Culture and Heritage sector at the county, sub-county and ward levels.

- County level technical working group
- Sub county level technical working group
- Ward level technical working group

#### 7.2. County level:

The county executive member in charge education shall be responsible for the management and coordination of Culture and Heritage in the county. The CECM shall provide policy direction in the department. The director in charge of Culture and Heritage will provide technical advice to the CECM on matter of Culture and Heritage.

In order to realize the objectives of the County Policy on Culture and Heritage there shall be established the County cultural council. The department shall establish a County Culture and Heritage Technical Working Group (CCHTWG) at the County level which shall:-

- I. The County Cultural council shall have the overall advisory role over all aspects of cultural activities of Bungoma County.
- II. Members of the Ccounty Cultural Council shall be appointed by the CECM responsible for culture and shall report directly to the CECM.

### 7.3. Sub-county level

The department shall establish a Technical Working Group (TWG) at each sub-county which shall:-

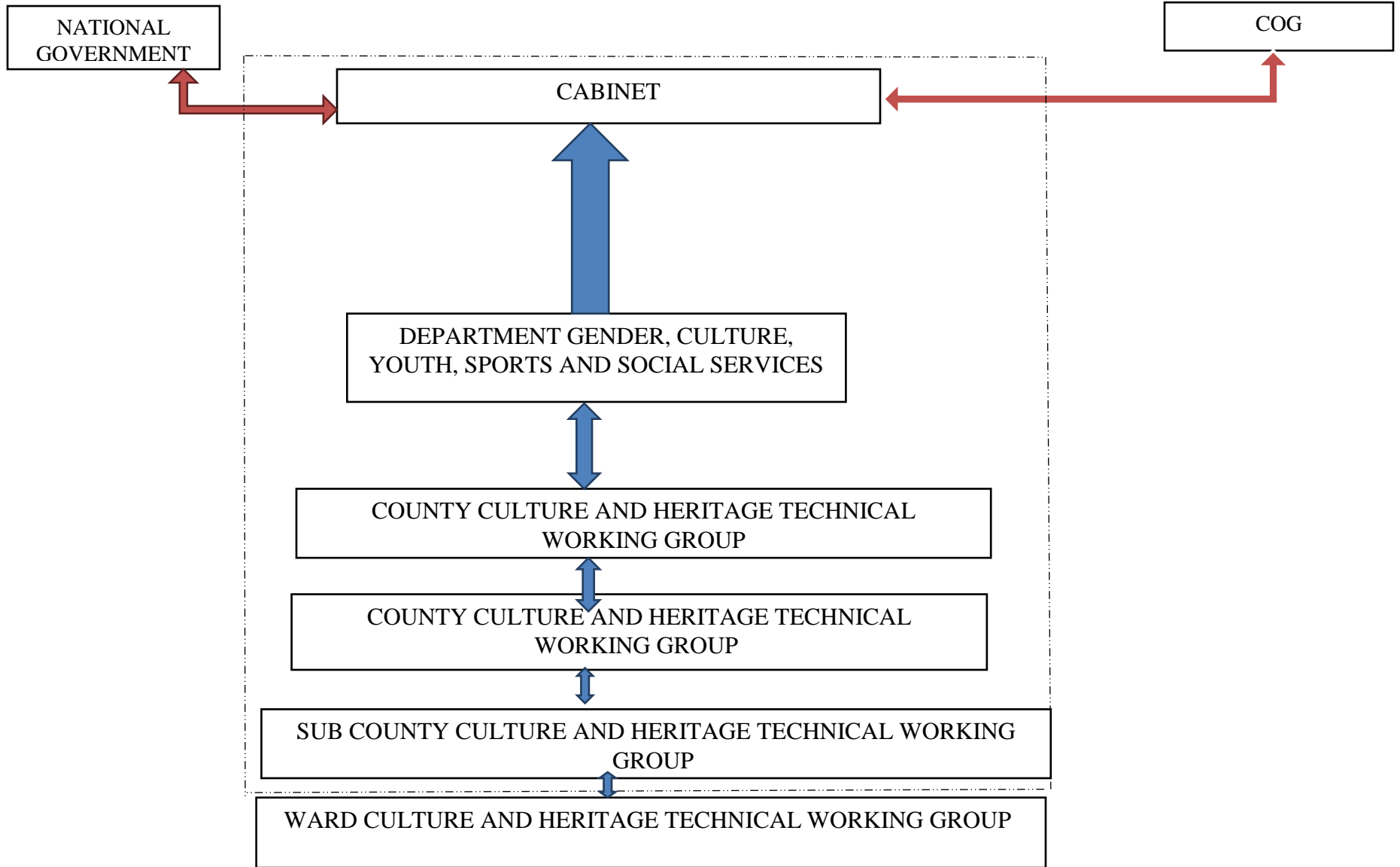
- a) Manage and coordinate Culture and Heritage programmes at sub-county level
- b) Collect and collate data on cultural heritage
- c) Coordinate the implementation of all programs and cultural activities at the sub county level
- d) Organize inter culture and heritage activities
- e) Monitor and evaluate all infrastructural projects in culture and heritage in the sub county
- f) Undertake communities sensitization to ensure awareness on culture and heritage

### 7.4. Ward Level

The department shall establish a Technical Working Group (TWG) at each ward which shall:-

- a) Manage and coordinate Culture and Heritage programmes at ward level
- b) Collect and collate data on cultural heritage
- c) Coordinate the implementation of all programs and cultural activities at the ward level
- d) Organize inter culture and heritage activities
- e) Monitor and evaluate all infrastructural projects in culture and heritage in the ward
- f) Undertake communities sensitization to ensure awareness on culture and heritage





## CHAPTER EIGHT

### COMPLIANCE WITH THE POLICY AND STANDARDS & POLICY REVIEW

#### 8.1. Monitoring and Evaluation

In order to monitor and evaluate the implementation of this policy, the Government will develop monitoring and evaluation instruments to guide cultural service delivery.

#### Policy Statement

The County Government shall enact necessary legislation to put in place a proper monitoring and evaluation mechanisms for the implementation of the Cultural policy.

#### 8.2. Compliance

All stakeholders shall comply with this Policy to ensure effective implementation of this programme. Compliance in this Policy is adhering to guidelines, standards, operating procedures and regulations. All Public Sector Institutions, Civil Society and Private Organizations that are registered with Government and handle public funds will be required to comply with the provisions of this Policy. Standards set out in this Policy document that guide the implementation processes shall be applicable across the County Government structures.

#### 8.3. Compliance Requirements and Obligations Shall Include:-

- (a) Reporting obligations according to agreed formats;
- (b) Abiding by the principles of the policy
- (d) Abiding by the agreed quality, quantity, time and standards. (These shall be defined and agreed with stakeholders)

#### 8.4. Non-Compliance

Non-compliance to this Policy shall be managed in accordance with the relevant legal and regulatory provisions.

#### 8.5. Review of Policy

This Policy establishes a framework for management of culture and heritage in the county. The practice, approach and tools for implementation will continue to evolve with time. As such this Policy will be reviewed through a participatory process after

every 5 year in line with the implementation period for the MTPs for Vision 2030 and CIDPs, so as to capture relevant developments and emerging practices and approaches. There shall however be a continuous review process of the Policy.