



STATEMENT BY THE KENYA FILM CLASSIFICATION BOARD CHIEF EXECUTIVE OFFICER DR. EZEKIEL MUTUA, MBS, DURING THE SIGNING OF THE MEMORANDUM OF UNDERSTANDING WITH THE KENYA NATIONAL DRAMA FESTIVAL PARTNERSHIP HELD AT THE LAICO REGENCY HOTEL ON THE 26TH JULY, 2018

Prof. C J Odhiambo—Chair KNDF

Mr. James Indimuli—Executive Secretary KNDF

Ms. Gathoni Kung'u—KFCB Ag. Chair

Ministry of Education officials

Kenya National Drama Festival committee members

KFCB Management and Colleagues

Players in the creative industry

Leaders of Faith-Based Organizations

Teachers

Distinguished Guests

All Protocols observed

Ladies and Gentlemen

Good morning:

Let me take this opportunity to warmly welcome you to this auspicious event of the signing of a Memorandum of Understanding between the Kenya Film Classification Board and the Kenya National Drama Festival Organizing Committee. The signing of the MOU today makes KFCB the proud Title Sponsor for the 2019 Edition of the Kenya National Drama Festival with a platinum cash sponsorship of KSh10.8 Million and other forms of kind sponsorship that will take the total contribution of the Board to over Ksh20M by the time the finals are held mid next year. As you all know, the mandate of the Kenya Film Classification Board is derived from the Films and Stage Plays Act, Cap 222 of the laws of Kenya. That law has two main limbs, principally film which is defined as audiovisual, and then stage plays, which includes drama and all forms of stage performances.

In our endeavor to promote Kenya's culture and moral values, we have identified these two limbs of our mandate as key to national development by building a cohesive and orderly society that values morality and decency. Both elements of our mandate are critical in setting the agenda for society by inculcating positive social values in the lives of our young people. Film and stage plays majorly mirror society and help to set the agenda for society by promoting values such as honesty, hard work, perseverance, and resilience.

Art is a mirror upon which a society reflects in order to promote development by glorifying good and shaming evil. Through art, our culture and beliefs are shaped and grown. Art, therefore, is a powerful tool for setting the agenda for society and can be used to deal with the social ills ailing us such as corruption, dishonesty, breakdown of our moral fabric and general lack of decency and fairness in our dealings. Art can be used to promote peace, love, and unity and shame the growing culture of negative politics of ethnicity, hate and greed. Art can be used to mould our young people into responsible adults. It can be used to pour scorn on the get-rich-quick schemes promoted by the media through misleading gambling and betting adverts as well as the culture of socialites, sponsors and sponsees that makes it cool for our young people to crave for the easy way out. Art can be used to redefine the misleading concept of success that glorifies acquisition of material possession through dubious means and short-cut. Art can and should be used to portray hard work and honesty as important values that define success in life.

In sponsoring the 2019 edition of the National Drama Festivals, KFCB seeks to have an interface with the most treasured segment of our society, namely the young minds in our institutions of learning. The Board hopes to mould them into responsible adults who are prepared to deal with the hard realities of life. The Board also hopes to identify and nurture talent. By working with the National Drama Festivals Committee, the Board hopes to document and keep track of the great talents that participate in the various activities beyond school. We do this in the full realization that many great talents who have won in various categories of these festivals in the past disappeared into oblivion and the only memories of their stellar performance and talent is some trophy gathering dust in the school principal's office. We hope to change this narrative by creating a data bank of emerging talents and stars who can be nurtured into great creatives beyond school. We hope to create the necessary interlinkages between the National Drama Festivals and the creative industry for job creation and wealth for our youths.

We will also seek to support the winners and the organizers with exposure by linking them with other institutions globally that have used drama to identify and nurture talent. By creating a structured partnership with the National Drama Festivals Organizing Committee, the Board hopes to turn these festivals into an avenue for job creation. KFCB will therefore gladly support the Committee to have a complete rethink of their activities for value addition, by offering opportunities for training of the script-writers locally and abroad, and ensuring that those who develop the various items presented in the competition are committed to promoting Kenya's culture, moral values and national aspirations. We will not allow drama to become a conduit for sneaking in deviance and immorality.

We will work together with the Committee to use the festivals to stem the wave of moral decadence and rot in our educational system such as corruption, cheating in exams, burning of schools, drugs, homosexuality and immoral behavior. We will use art to glorify hard work, family values, national cohesion and integration as well as respect for instituted authority—God, parents and Government. We shall use these festivals to promote the institution of family as the basic unit of society and our culture as the cumulative civilization of the nation. Yes, the Board will use these festivals to encourage creativity and critical thinking among our students and the youth and inculcate values of teamwork, honesty and fair play. Those who excel in the various categories at all levels will be supported to use their talents to make a career alongside their given areas of academic strength and prowess.

The signing of the MOU between the Kenya Film Classification Board and the National Drama Festivals Committee signifies our commitment as a Board to building a responsible society that is proud of its culture. We hope that through this partnership we shall promote more patriotic and responsible youths who value honesty and truth more than fame and money.

The Board commits, for a start, to support the Committee with Ksh10.8 Million which will go into the various aspects of organizing this year's event right from the school level to the final presentation in State House. The support will be used to train the script-writers, develop a guidebook, coordinate the various activities of the festivals and guide the process from inception to the presentation of the best items to His Excellency the President. We shall mobilize other sponsors to take up other items in cash or kind and will partner with like-minded people to make this year's event a resounding success.

However, as the Title Sponsors, we shall not accept partnerships whose agenda is not in tandem with our overall objective of promoting clean content for national development. Only sponsors and partners who mean well for our kids and are committed to promoting positive social change will be allowed to take part in the events. Similarly, all items presented in the competition will be aligned to this broad objective of building a morally upright society.

We thank the Ministry of Education and the National Drama Festivals Organizing Committee for the honor of working together and look forward to an exciting and fruitful engagement.

Let me take this early opportunity to wish all the participants of the 2019 Kenya National Drama Festivals the best of luck and once again reiterate the commitment of our Board to making this event the most glamorous in the region, the continent and why not? - The World!

Finally, I wish to thank the Committee under the astute and focused leadership of Prof. C.J Odhiambo for the opportunity to work together for the good of our country. To my Board of Directors, my colleagues at KFCB who have worked tirelessly to make this event a success and to all our guests I say a big thank you.

Thank you all and may God bless you.



**Dr. Ezekiel Mutua, MBS,
CHIEF EXECUTIVE OFFICIALS**