



One Kenya One Nation

Promoting National Unity

An NGO Registered the IT"1 August 2005 I

**TO ACHIEVE ITS GOALS KENYANATION SEEKS
PARTNERSHIP WITH ALL KEN VANS OF
GOODWILL**

Have you ever

Been subjected to insult or humiliation
Been refused a job or segregated at work -
in tribal, ethnic or religious basis?

Do you worry about

The likely results of the politics of hate perpetuated by some of our leaders on
Kenya's peace and economic development?

If so, read on.

The main objective of ONE KENYA ONE NATION
is to sensitize Kenyans on the need to create a cohesive country with no ethnic,
religious or tribal animosities and/or boundaries. The major output will be to instill
pride and patriotism in the Kenyan people into belonging to:

ONE COUNTRY, KENYA

And

ONE NATION, KENYAN

Hurlingham Plaza, Argwings Kodhek Road
P.O. Box 10060-00 100 Nairobi
Telephone: 2718680, 2718688, 0724-598428
Email: info@onekenya-onation.org,nationkenya@yahoo.com
Website: www.onekenya-onation.org

OVERVIEW OF THE PROJECT INITIATIVE

To achieve this objective, **KENYANATION** will establish itself as a strong group with a board of directors drawn from influential people representing certain ethical/religious groupings across the Kenyan divide. These people will have to be influential in society, be respected and accepted by the majority and command leadership skills. The following strategies will be used to sensitize Kenyans for the change.

- i. To sensitize Kenyans for the need to create a cohesive people with no ethnic animosities;
- ii. To create a pride in the Kenyan people;
- iii. To encourage inter marriages amongst the different ethnic groups and religions in order to enhance cultural integration; . ,
- iv. To enhance Kiswahili as a national language;
- v. To build leadership qualities and positive interpersonal skills among Kenyans;
- vi. To instill zero tolerance to corruption; "
- vii. To encourage Kenyans to lobby for fair and reasonable taxation and proper use of the same by the government; and
- viii. To sensitize Kenyans to demand fair prices of goods and services as a national right.

DEFINING TARGET GROUPS

Ultimately the aim is to target all Kenyans. The problem of ethnicity as evidenced in the recently concluded referendum on the new constitution cannot be wished away. Specific strategies and action plans must be put in place to deal with it decisively. Kenya operates in a rapidly changing global, economic, political and social trend and, therefore, strategies must be put in place to deal with the emerging challenges. **KENYANATION** will base its operations on its five year (2006-2010) plan.

Initially the target groups will include but are not limited to the following;

- 1) Primary school pupils;
- 2) Secondary school students;
- 3) Universities and colleges;
- 4) Existing groups at village, location and constituency level;
- 5) Church groups etc,

KENYANATION will produce an inventory of all existing and viable groups to deal with. It is the aim of this NGO to build one Kenya with a common ground and understanding.

BOARD OF DIRECTORS

The organization will be managed by a Board of Directors consisting of individuals from respectable backgrounds and influential in society. It is expected that representation will take into consideration ethnic as well as religious groupings.

The organization will also be governed by a constitution, which has already been developed and registered by the NGO Coordination Board.

INTRODUCTION TO THINKING AS A NATION

To help you in your thinking over this matter, we will email you a copy of the constitution of **ONE KENYA ONE NATION (KENYANATION)** so that you can see the objects of the body fully (please send us your email address).

The following are our views on how these objectives can be achieved by getting Kenyans to understand that:-

a) **Ethnicity is Not a Choice**

Ethnicity is not chosen - nobody chooses his/her parents or the place of birth, it is wrong, therefore, victimising one for the mere fact that he/she was born at area/tribe B and not in area/tribe A.

b) **Attitude is a Choice**

While attitude could be influenced by ethnicity (cultural tendencies), one has a choice how to behave towards other people of different families and ethnic groupings. It is a known fact that no two people (even identical twins) are exactly the same. The same holds true of people of the same ethnic grouping. It is wrong, therefore, to judge people by tribe/ethnic grouping - one should be judged as an individual.

c) **Dependability**

The geographical size of Kenya, the demographic distribution of the ethnic groups, the economic developments of the various areas and the ethnic groupings are such that none of the ethnic groups can exist on its own:-

- Kenya is such a small country that it would be virtually impossible to demarcate areas for each ethnic group;
- The historical background would create an untenable situation if any demarcation were to be made; the Maasai used to occupy a lot of what is now Kikuyuland and Kambaland, eg., Donyo Sabuk area, Nairobi and its environs, Naivasha and Nyandarua areas and, currently, the Maasai are in two different locations separated by other ethnic groups - Laikipia and Narok & Kajiado.
- The various ethnic groups are to be found in virtually all parts of Kenya either in business or working as employees
- Economic development is so skewed that none of the areas/ethnic groups could stand on its own. The Asian community, with all their economic might, depends of the average Kenyan to the market of its goods. If, for example, other Kenyans boycotted goods manufactured by the Asian community, the community's economic strength would collapse sooner than later.

d) **Dangers:**

When people are judged by their ethnicity, this action creates greater/deeper ethnic feeling as the people, so judged, try to form stronger ethnic cohesion for self-protection. This situation often stems from politicians in their endeavour to take advantage of their ethnicity either to get votes or to protect/ crimes done in the past.

This tribal/ethnic togetherness creates even greater reason/ excuse for the other tribes/ethnic groups to despise the group that started their 'togetherness' ostensibly to protect themselves. This situation can escalate to levels like the tribal (read 'political') clashes of Kenya in 1992

and the massacres of Rwanda and Burundi in 1990s. These catastrophes will be highlighted as the very reasons why ethnicity should be avoided at all costs.

REACHING TARGET GROUPS

To achieve the intended goal of eradicating tribal/ethnic biases, **KENYANATION** will target the following groups:-

1. Primary school students.

This is an important constituent which is easy to approach because the students are already in captive groups (schools). The group is not only very large but also receptive because it is eager to learn. It is also in the right age to inculcate nationalism. At this level, the idea of nationalism should be made like the Scout Movement. It is hoped that the government can be convinced that the teaching of nationalism should be made part of the syllabus,

2. Secondary school student

During the initial years of **KENYANATION**, the teaching of nationalism in secondary schools should be similar to that in primary schools since the idea would be new. Later, when those students who learnt about it in primary schools get to secondary school, the approach should be modified to avoid creating fatigue. In any case, this is still a formative stage and the idea of nationalism should not be relented on.

3. Universities and colleges

At this level, the spread of tribes, ethnic and religious groupings becomes wider. Indeed, it is at this level that one meets people he/she will work and live with afterwards. It is important that the need for people to think of a nation, rather than ethnic/religious grouping, realizing that even in the same family, people can be very different but, because of the common bond (family), they tolerate each other's behaviour and live happily together.

4. Kenyans in General

This group consists of people of different ages (young and old) who are not in any of the three groups above and may not have a common factor that brings them together much as they may be living in the same area (estate/location). This group will be more difficult to reach. It is hoped that NGO, resident/ community associations (where they exist) will be used to reach this target group. Where no resident/community associations exist, **KENYANATION** will encourage the creation of associations. To attract people to the **KENYANATION** aspiration, **KENYANATION** will have to come up with programs for poverty alleviation, HIV/Aids awareness, sports, literacy classes etc

METHODS OF REACHING PEOPLE

Different methods will be used to reach the various groupings: -

a) Primary schools

Visits and lectures by civic educators, teaching in classes and cartoons in booklets.

b) Secondary schools

Visits and lectures by civic educators, teaching in class, cartoons in booklets and schools magazines

c) Universities and colleges

Visits and lectures by civic educators, college magazines, video and cinemas depicting what damage ethnic hatred has caused in Kenya and elsewhere.

d) Kenyan in general

Visits and lectures by civic educators during meetings ss», arranged by various associations and the provincial administration, cartoons in booklets, association magazines, advertisements/write-ups in the press, radios and TV advertisements and talk shows, messages through mobile telephones and competitions in the press both print and electronic.

MB:

1. **KENYANATION** hopes to establish a national and later community radio station with the view of reaching every corner of Kenya; indeed, while the initial capital outlay is huge, the per capita operating cost vis a vis reach/effect is much lower.
2. A lottery company will be established in the second year of operation.

OPERATIONS

a) Publicity

To kick off public awareness, it is imperative that a publicity campaign is lodged through:-

Print and electronic press advertisement; talk shows on radio and TV stations; competitions for meals, holidays, air tickets, etc. run on radio stations (for city dwellers); competitions for farm implements, bicycles, clothing etc run on radio stations (for rural dwellers); a website with details of what **KENYANATION** stands for and requests for donations; simple calendars; 4x4 spare wheel covers (for sale); fliers and car stickers. (These campaigns would normally cost money but it is hoped that organizations will give free radio/TV time and, indeed, items to be won in the competition or given for publicity).

b) Staff

- i. **Employed:** Currently, **KENYANATION** is working with a skeleton staff. Other staff will be engaged as the need arises and funding is achieved.
- ii. **Volunteers** will be sought from Kenyans in general.

FUNDING

The operational costs for **KENYANATION** are enormous. Indeed, to reach every Kenyan, not once but many times, in order to make the awareness as part of the individual will cost billions of shillings. For these expenses, **KENYANATION** will depend on:

- a) **Membership:** It is hoped that Kenyans will subscribe to membership.
- b) Donor organizations.