Agricultural education through music is a welcome strategy

I attended a press conference at Uganda Media Centre where Operation Wealth Creation (OWC) officials announced *Kadongo Kamu* Music Grand Finale competitions, which are scheduled to take place on December 16 at Kololo Independence Grounds.

These competitions were introduced by the chief coordinator of OWC, Gen Caleb Akandwanho, aka, Salim Saleh in May with the aim of using music that is educative and packaged with information that can transform and attract Ugandans to put more focus on agriculture, which is the backbone of this nation's economy. In order to motivate artistes to educating Ugandans, OWC set a prize of Shs100m to be won by the first top four winners.

The goal is to have a well developed country where citizens are well fed and can engage in commercial farming. To achieve this, a leader must use all means of transmitting information to farmers, agriculturalists, traders and everyone with land to the effect that they can use it for farming. It is estimated that 80 per cent of households in Uganda are



engaged in agriculture, with 69 per cent of households depending on subsistence farming as their main source of livelihood.

This year, parts of Uganda experienced food shortage which made the Office of the Prime Minister and the Ministry of Disaster Preparedness to intervene. In order avoid such cases situations, OWC wants to use *Kadongo Kamu* music that is well packaged and educative in all languages to mobilise citizens, especially the 68 per cent of the population that are outside the money economy, to engage in sustainable commercial agriculture so as to eradicate poverty, create wealth and facilitate prosperity for all.

Using *Kadongo Kamu* music is a good strategy because the respective artistes have many people who believe in their message. In Uganda, arts and music are often regarded as an extra discipline that is not essential to the function of our society and culture. However, that seems to be changing. The role of arts and music in our society help to enrich our knowledge and provide alternate infinite experiences as well as enhance the skills we use in other disciplines.

Music like *Kadongo Kamu* is very powerful at the level of social groupings because it facilitates communication which goes beyond words, enables meanings to be shared, and promotes the development and maintenance of individual, group, cultural and national identities. It is powerful at the individual level because it can induce multiple responses – physiological, movement, mood, emotional, cognitive and

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