



REPUBLIC OF ZAMBIA

CHIKANKATA TOWN
COUNCIL

14 NOV 2025

COUNCIL SECRETARY
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REPORT ON THE

SENSITIZATION MEETING OF CULTURAL ARTISANS

HELD ON

THURSDAY, 27TH MARCH, 2025

IN KASENGO WARD OF

CHIKANKATA DISTRICT

COMPILED BY
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REPORT ON THE SENSITIZATION MEETING OF CULTURAL ARTISANS HELD ON 27TH MARCH, 2025 IN KASENGO WARD OF CHIKANKATA DISTRICT

1. INTRODUCTION

The sensitization meeting for Cultural Artisans was held on 27th March, 2025 at Kasengo Clinic in Kasengo Ward with an aim of raising awareness among Artisans on the importance of preserving cultural heritage and promoting sustainability in the creative industry.

2. OBJECTIVES

- To raise awareness among cultural artisans about the importance of preserving cultural heritage
- To encourage and strengthen collaboration among artisans, stakeholders and cultural institutions.
- To discuss challenges faced by cultural artisans
- To promote best sustainable practices in the production of cultural products

3. PARTICIPANTS

The meeting was attended by several artisans drawn from various disciplines such as traditional dancers, contemporary musicians, basket makers, pottery, wood carving, beadwork and other forms of indigenous art. In attendance were one (01) Chiefs Representative, six (06) Head men, and forty-six (46) participants.

(Attendance List is attached on appendix i)



Chief's Representative and Headmen

4. PRESENTATION AND DISCUSSION

The meeting provided an open discussion on the following topics covered:

- (i) Preservation of Cultural Heritage
- (ii) Sustainable practices
- (iii) Celebration of an annual event
- (iv) Registration of Artisans for certification

(i) Preservation of Cultural Heritage

Cultural Artisans were educated on the significance of Participating in cultural activities to ensure that traditional crafts, beliefs, customs that embody the history and identity of the community are protected, preserved and passed down to the future generation. This will help to revive cultural norms and values that may have been lost or diluted due to modernization and globalization.



The Traditional dancing group show cased their dancing skills during the meeting



(ii) Sustainable Practices

Artisans were sensitized on promoting environmentally sustainable practices in their work, encouraging the use of eco-friendly materials or ethical production methods that do not harm the environment.

(iii) Celebration of an Annual Event

Naluama Chiefdom does not hold any annual event and therefore, the meeting deliberated on the need to hold an annual community event. The Annual event would play a pivotal role in fostering unity within the community. It will serve as a catalyst for bringing people together, strengthening social bond and promote a shared sense of identity.

The annual event will further provide an opportunity for artisans to show case and sell their cultural products. The event would help to revive cultural norms and values that are at a risk of being lost due to modernization and globalization.

(iv) Registration and certification

The artisans were encouraged to form associations and get registered at council so that they could obtain a certificate as a form of recognition to enable them access certain benefits or opportunities.

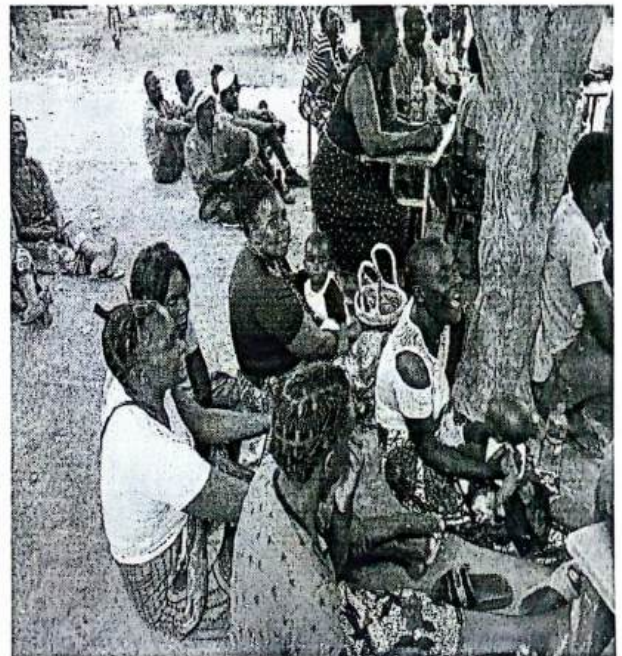


The District Culture & Traditional Affairs Officer addressing the cultural artisans

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(5) ACHIEVEMENTS

- The meeting was held within the planned time frame in the first quarter of 2025.
- The sensitization meeting brought the artisans together, promoted unity, collaboration and were advised to formulate associations that could strengthen their collective voice.
- The meeting created an opportunity for artisans to discuss challenges affecting them and to seek solutions that would improve their art work.
- The sensitization sparked interest in traditional crafts among young people who are key to cultural continuity.



(6) CHALLENGES

Cultural Artisans pointed out the following as some of the of challenges that might threaten the survival of their heritage.

- **Lack of Infrastructure:** Cultural Artisans face serious limitations due to non-existence of infrastructure to produce, promote and sell their work. This has greatly hindered massive productivity and ability to preserve cultural heritage. Lack of a local gallery or cultural centre has made it difficult for artisans to display their crafts, as a result they just make limited goods according to customer's demand or request.

- **Limited financial resources:** Artisans do not access financial resources to expand their business or invest in new tools or technologies. They lack empowerment or support from relevant authorities to boost the start-up capital base.
- **Environmental challenges:** Reliance on specific natural materials for their crafts has become increasingly scarce due to environmental degradation or over exploitation. This is however, threatening the sustainability of their crafts.
- **Limited Market Access:** Lack of platforms or marketing strategies to promote cultural products has made their products to remain confined to local markets. They struggle to find buyers beyond their local communities.
- **Loss of Traditional knowledge:** Artisans expressed fear on the risk of knowledge, traditional skills and techniques being lost due to younger generation showing less interest in learning the skill. Traditional crafts are considered to be outdated or irrelevant by the younger generation leading to declined interest in both producing and trading in handmade cultural goods.

7. CONCLUSION

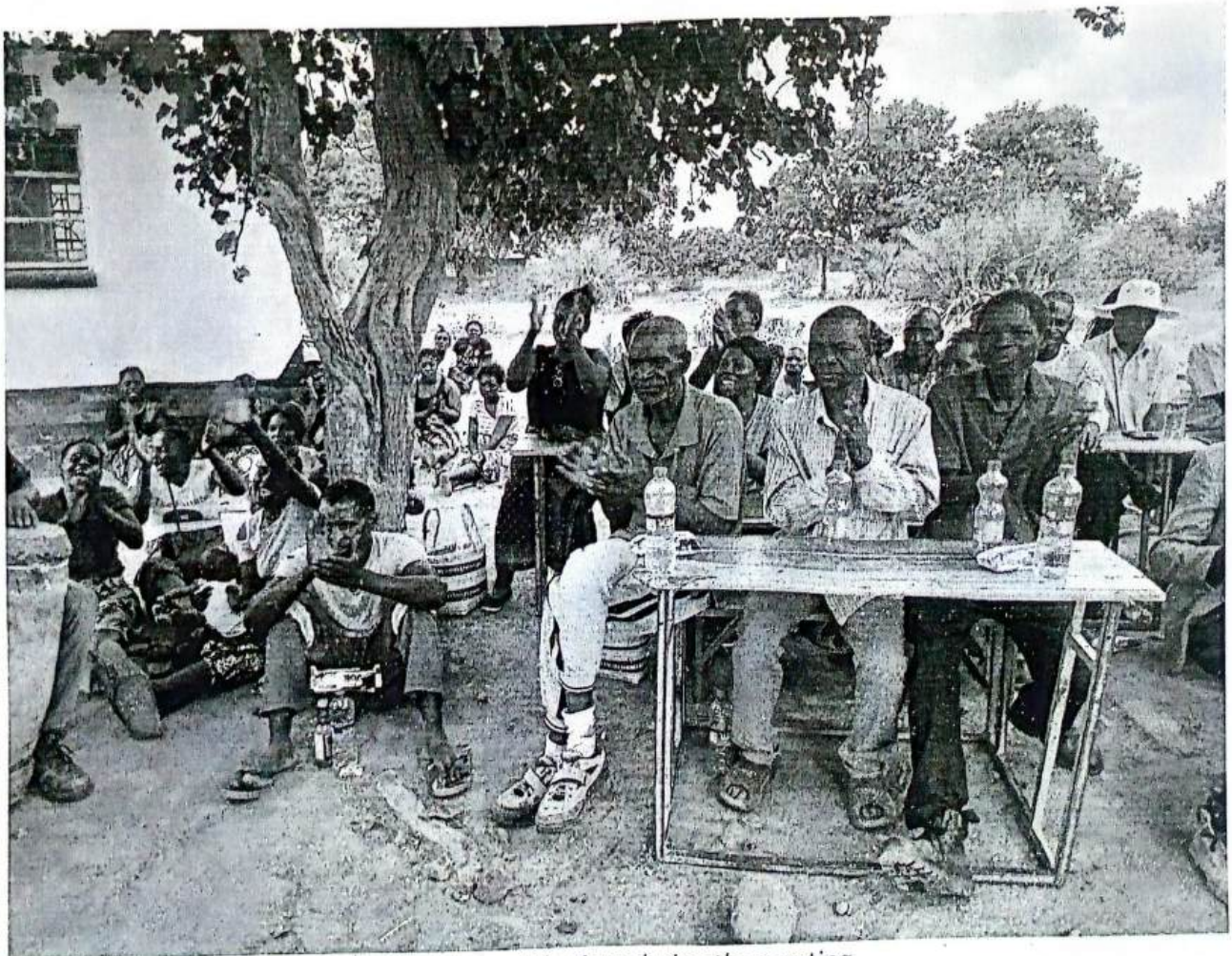
Sensitization of Cultural Artisans is the process of education and raising awareness about important issues related to their crafts and broader cultural and economic context in which they operate. Holding of the sensitization meeting helped Artisans in promoting cultural awareness, preserving heritage and fostered community engagement. It further helped artisans to reinforce the value of traditional arts, motivated them to continue practicing and passing on their skills to younger generations.

(8) RECOMMENDATIONS

- Land to be secured for establishment of a permanent trading space or cultural centre along the main road for production, storage and sale of cultural products.
- To promote and support community events such as fairs, exhibitions and festivals that highlight the cultural and economic value of traditional crafts by funding such activities.



- To promote our local cultural dancing groups and musicians by engaging them during commissioning of projects, national events, and other activities where entertainment is cardinal.
- Government to consider financial empowerment to Cultural entrepreneurs
- To intensify community engagement in cultural activities in order to foster trust and increased participation



Artisans Participated actively and made contributions during the meeting

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