



# **OVERVIEW OF MASAF ORGANIZATOIN**

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Presented by ,

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Executive Director



## WHO IS MASAF?

- It is a non-profitable, non-partisan, citizens-oriented and independent organization based in Somaliland. It utilizes fine art, poetry, music and other artistic and cultural mechanisms and tools with the prime objective of surmounting and overcoming the pressing societal issues.
- To the end, MASAF is doggedly committed on aptly filling the void created in post-war era. Since the restoration of its sovereignty, art in general has been sidelined and its effective and relevant role in social development has been ignored or at the best, marginally acknowledged. Hence, MASAF is driven by this existing vacuum and this profound hunger the society has for art and its magic.
- To quench that hunger, we create a space in which different segments of the society, notably the youth and women can resort to art in order to cope up their harsh realities, in the meanwhile, come up with solutions to alleviate their problems.



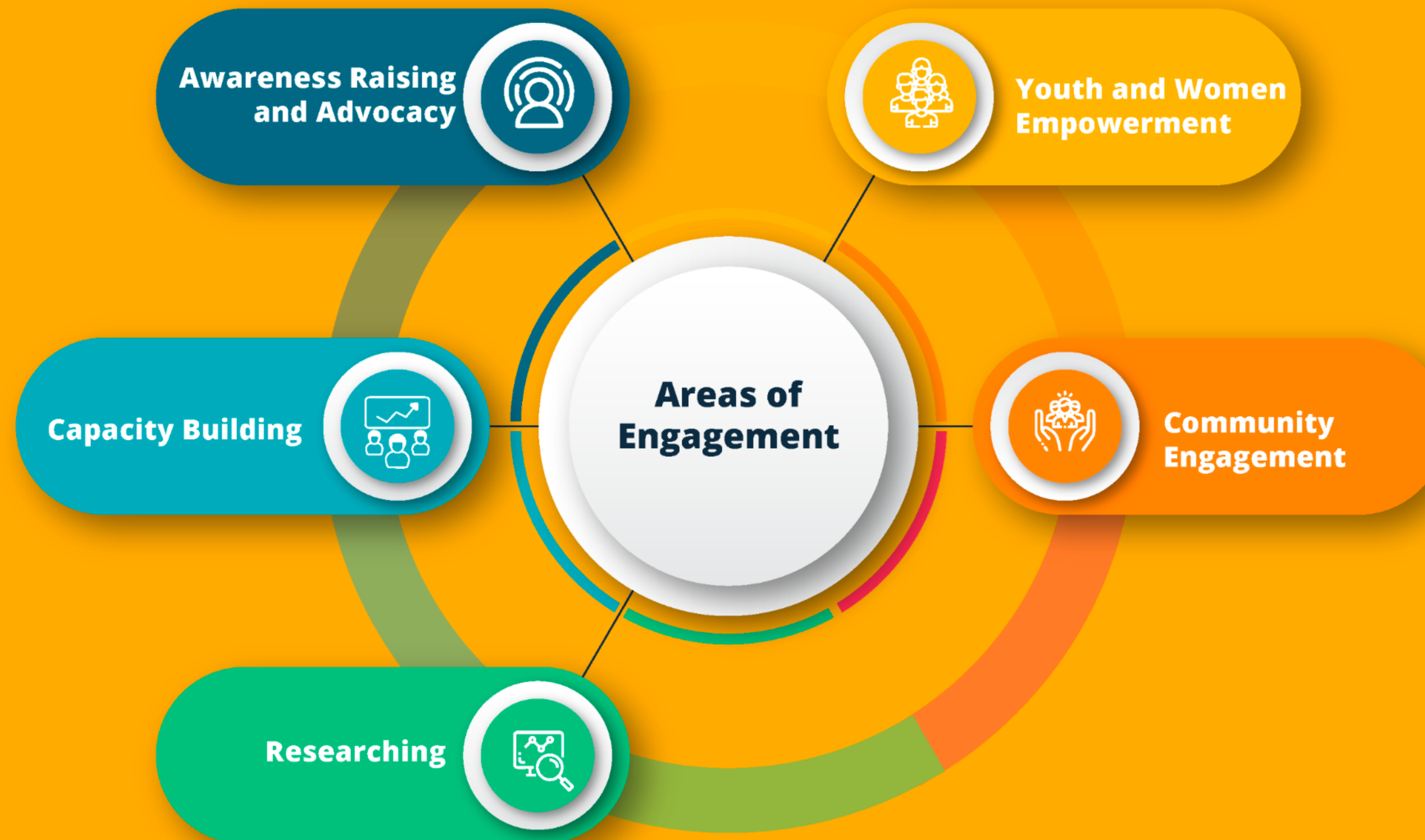


# WHAT DO WE ENVISAGE ?

- We want to see Somaliland that is well-aware and well-educated on the potency of art in overcoming the social ills. With this vision, we want to observe everyone in Somaliland advocating, fighting and securing their inherent human rights with the use of art and its indispensable power. Ultimately, we want to see a country in which dignity of human beings are fought, preserved and protected with art.



# AREAS OF ENGAGEMENT





# PARTNERSHIPS

- MASAF is affiliated with numerous local NGOs, regional organizations as well as INGOs.
- EU is among one of INGOs MASAF maintains such a robust link as MASAF is implementing partner in many projects which EU undertook in Somaliland.
- Within the span its existence, MASAF has been making very solid relationship with different governmental agencies and ministries in which they collaborate on areas of mutual significance. To name few of this aligned ministries, ministry of planning & development, ministry of social affairs and employment, ministry sport and youth, ministry of culture, ministry of religion.



## GEOGRAPHICAL SCOPE

- Since its inception, MASAF has been actively operating in the six regions across Somaliland. In every region, we have representatives acting on behalf of MASAF. We have developed networks comprised of young artists, poets, playwrights, actors, photographers, cultural practitioners, cultural elders and other members of the civil society.
- We implement activities, programs and projects with varied natures and given our well-extended network along with our sense of goodwill we have developed with the communities, oftentimes MASAF leaves behind impactful change at the community level.
- Efforts are underway to expand our geographical reach as MASAF plans to integrate with the like-minded organizations in the region, including Ethiopia and Somalia. Currently, we have established links with number of NGOs and grassroots initiatives in Ethiopia which are involved in areas of art and culture.

# THE ONGOING PROGRAMS

- **Reclaiming our Narrative Initiative:** This program is designed to illuminate the the importance of Art notably African Art in deeply grasping the untainted history of Africa with the prime goal of owning and reclaiming our narrative without being brainwashed and misguided by external interpretation. Historians, professors, archeologists are invited to offer lectures on aspects related art and culture in order to make sense of history. Likewise, it draws on documentaries and other important literatures to help the society to understand the valid narrative. It is performed on a regular basis.



Documentary Showcasing  
on "Africa's Looted Art"

# THE ONGOING PROGRAMS

- **Change With Art:** is a program MASAF designs for young aspiring artists in Somaliland to share their ideas and practical solutions for the pressing societal plights. It offers the artists a platform to amplify their voice and tell their stories so as to inspire society to be action-oriented and change-inspiring in a manner that is positively impactful. Most importantly, this program is intended to enable the society to grasp the importance of art and how they can improve their lives with art.

Pending

Preserving the craft of weaving from extinction

Pending

mini-documentary on “Strengthening Literacy through art”

A story on “Making sense of Somali traditional fashion in the modern global fashion context.”



A small article on “The Vibrancy of Somali Music industry in 1970s is resurrecting: Youth are reviving long lost vitality of Somali music industry.”



Masaf  
Changing Lives through Fine Art



# THE ONGOING PROGRAMS

- **Make It Alive Initiative:** It is aimed at keeping the social consciousness alive and drawing attention of the society to the most vexing issues. This would be done through undertaking spoken words, short films and drama.
- **Tribute-Paying Annual Event:** this program annual takes place with major aim of celebrating the trailblazers as well as legendaries artists music industry, culture and art in general. During these annual events tributes are paid to these influential artists, inspirations are given to the aspiring young artists and most importantly, the community gathers to appreciate the beauty of art and culture.

Pending

IF THE MENTALLY-ILL PERSON  
COULD SANELY TALK, WHAT  
WOULD HE/SHE SAY?



Female in traditional clothe,  
caring for young sheep.



Traditional Somali hut



Songs of famous Somali singers  
being sang as act of paying tribute



Somali drummer along with  
guitarist (Kaban Player)

# GLIMPSE INTO OUR PAST ACTIVITIES

- **Caravans:** MASAF organizes group of young artists to embark on poetry and drama performance caravans in which they tour on the six regions as they plan to address specific themes such as democracy, human rights, youth and women political participation and so forth.



Gabiley region, dedicated to addressing gender-based stereotyping



Sanag region, celebrating int'l Youth day.



Songs of famous Somali singers being sang as act of paying tribute



Togdheer region, dedicated to the emergence of visionary young leaders.

# GLIMPSE INTO OUR PAST ACTIVITIES

- **Live Night Performances:** MASAF offers the platform for the youth to undertake their poetry recitals, performs live theatre performances and share their ideas with the rest of society. People from all walks of life would attend the performances and be inspired.



Young poets performing at MASAF's stage

# GLIMPSE INTO OUR PAST ACTIVITIES

- **Partaking in National and Community Campaigns:** MASAF partakes in different campaigns at the national as well as at the community level in order to be actively part of the social and national development. This is the voter registration campaign in which MASAF undertook door-to-door campaign to motivate the eligible citizens to get registered for voting. Booklets and brochures containing poems and songs dedicated to the campaign were distributed.



MASAF team conducting the door-to-door campaign

# GLIMPSE INTO OUR PAST ACTIVITIES

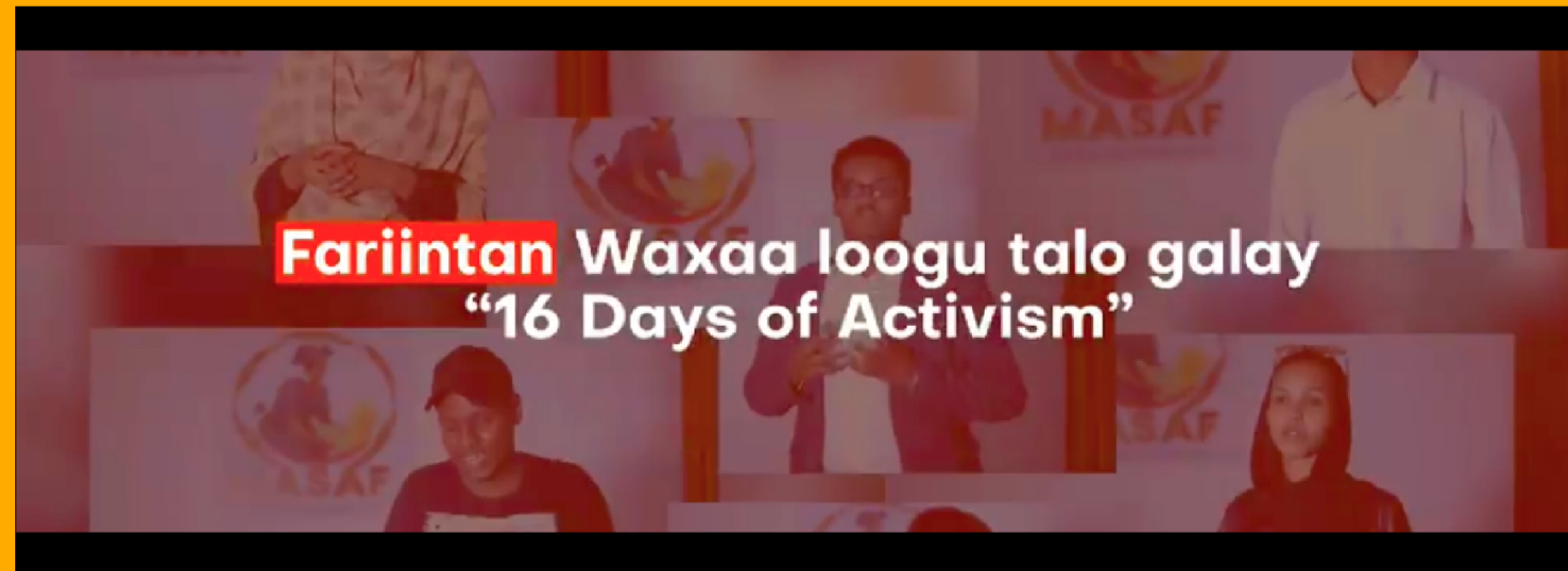
- **Raising Awareness on Climate Change through Fine art and Oral Poetry:** As the world is grappling with the dire effects of climate change, our society is unaware of the fact that global warming and climate change is man-made crisis fueled by human actions. To lessen the human activities damaging the environment, MASAF while resorting to oral poetry as relevant and effective tool called on the society to protect the environment and reverse the damage.



Videos containing poems and necessary information directed at raising the societal awareness on the threat of climate change and global warming.

# GLIMPSE INTO OUR PAST ACTIVITIES

- **Advocating For the Eradication of Gender-Based Violence in Somaliland:** MASAF advocates for the inherent human rights of everyone. During 16 Days of Activism, MASAF undertakes different activities dedicated to the “Orange the World Campaign”. In this year, it brought famous artists, young poets and other social activists together to address the gravity of violence based on gender. Small videos containing poems dedicated to the theme along with sign-language interpretations were made and posted on our social media platforms.



Video dedicated to drawing the societal attention to the gravity of Gender-based Violence.

# GLIMPSE INTO OUR PAST ACTIVITIES

- **Training** : A free training on “Social Media Content Creation” was given by MASAF to female artists and poetesses. The participants were trained on how to conduct effective content creation for social media, develop useful strategies and most importantly, ensure that their message is impactful. This training was offered so as to enable female artists and poetesses to amplify their voices and inspire changes that would help other women to voice their demand and safeguard their rights.



Participants of training attentively listening.