

REPUBLIC OF NAMIBIA



STATEMENT BY

**HIS EXCELLENCY, DR. HAGE G. GEINGOB, PRESIDENT OF THE
REPUBLIC OF NAMIBIA**

**DURING THE OFFICIAL LAUNCH OF THE NATIONHOOD AND
NATIONAL PRIDE PROGRAMME**

STATE HOUSE,

04 NOVEMBER 2020

Director of Proceedings;

Comrade, Dr. Nangolo Mbumba, Vice President of the Republic of Namibia;

Comrade, Dr. Hifikepunye Pohamba, Former President of the Republic of Namibia;

Right Hon. Dr. Saara Kuugongelwa-Amadhila, Prime Minister of the Republic of Namibia;

Honourable. Netumbo Nandi-Ndaitwah, Deputy Prime Minister and Minister of International Relations and Cooperation;

Hon. Prof. Peter Katjavivi, Speaker of the National Assembly;

Hon. Benard Songa Sibalatani, Chairperson of the National Council

Hon. Ministers and Members of Parliament

Your Lordship Peter Shivute, Chief Justice;

Hon. Governors;

Hon. McHenry Venaani, Leader of the Official Opposition in Parliament,

Political Party Leaders Present;

Your Excellency Ambassador Anastas Kaboba Kasongo Wa-Kimba, Dean of Diplomatic Corps;

Senior Government Officials;

Key NNP Stakeholders;

Members of the Media;

Ladies and Gentlemen;

I would like to thank you for joining me to mark the official launch of the Nationhood and National Pride (NNP) programme as articulated in the NNP National Strategic Framework and its Implementation Plan for 2020 -2025.

These two strategic documents were approved by Cabinet at its 14th 2020 Decision Making Meeting in order to give effect to the implementation of the NNP programme under the custodianship of the Ministry of Information and Communication Technology (MICT).

The rationale to develop this national initiative is to among others:

- **enhance the spirit of nationhood and build a sense of national pride in all Namibian citizens.**
- **instil civic values to all Namibians and to further consolidate unity, peace and stability;**
- **address issues related to social ills and development;**
- **promote the values of our Namibian culture and traditions; and to protect and care for our natural environment, fauna and flora; and**
- **promote Namibia as preferred business and tourists destination**

Director of Proceedings,

It has always been the priority of Government to inculcate a spirit of nationhood among the people of Namibia. Nationhood and national pride imply that we identify ourselves with the aspirations of our nation on the basis of shared values as contained in the Namibian Constitution

We are all aware that after Namibia's independence was achieved, the new Government was seized with establishing a

new narrative for an independent country that had been fractured by apartheid. We had to overcome the hatreds of the past – hatred between blacks and whites, and between different linguistic and ethnic groups. Therefore the first objective was to promote national reconciliation in order to safeguard peace, unity and stability.

Over the years, the drive for Nationhood and peace has progressed beyond reconciliation and we have sought to nurture and develop a narrative of national unity, denoted by concepts such as One Namibia, One Nation; Harambee and No Namibian Should Feel Left Out.

These concepts symbolize a call for all Namibians to uphold the intrinsic values that have helped us emerge and overcome historical trials and tribulations, during and after our struggle for independence. It is a way to exorcise from our communities the ethnic and tribal strains that were engrained into our nation's psyche. As the head of our household, I have vowed to fight

against these retrogressive tendencies and prevent their manifestation in our Namibian House.

One of Africa's greatest luminaries and First President of the Republic of Ghana, Osagyefo Kwame Nkrumah, in his book Africa Must Unite, remarked that, "The forces that unite us are intrinsic and greater than the superimposed influences that keep us apart."

Let us take heed to these wise words from one of Africa's extraordinary personalities and take cognizance of the fact that it is our history that unites us, it is our struggle for independence that unites us and it is the harmony of our people and cultures that unite us. These are intrinsic values we should embrace because they are greater than the superimposed influences that divide us, such as tribe, ethnicity, race, gender and social status.

Therefore, let us pursue values that inspire and encourage Namibians to treat one another with respect and dignity irrespective of their gender, race, religion or political affiliation. Let us pursue values that call on our citizens to hold hands and

work as one people, to strive together to overcome common challenges in order to take Namibia to higher heights of success and shared prosperity.

As such, I extend an invitation to all Namibians, be it individuals or communities, to the private sector, civil society and non-governmental organisations, faith based organisations, traditional authorities across the length and breadth of our country, schools and educational institutions, the youth and the elderly, to take part in this journey. Let all of us hold hands and support this national initiative and make it our duty to further advance the noble goals and objectives that this programme aims to achieve.

Furthermore, I encourage all Namibians to foster a strong spirit of patriotism in our societies. Patriotism is paramount to building a strong and resilient nation. With patriotism, not only will we develop a greater sense of unity as a country but when citizens express their patriotic feelings, they spur one another to achieve great things, even in the face of adversity.

To illustrate this point, I recall when I visited Cuba and had an opportunity to meet with the first President of Cuba, the late Comandante Fidel Castro. During our discussions, I asked him how a small island nation like Cuba had survived so close to the doorstep of a superpower, the United States of America. He simply replied, "Patriotism and principles." Indeed with patriotism and principles the impossible can become possible.

Director of proceedings,

The NNP document sets out clear vision, mission and values statements that together express the aspirations of Namibian citizens. Cognizant of the achievements and also the many mitigating concerns that need to be addressed over the course of the next five years. The document defines critical issues, strategies, measures, outcomes and goals to which stakeholders have agreed and committed themselves. These are reflected in the 12 key national commitments that Namibia has to implement over the next five (5) years.

These 12 key national commitments are:

- 1. Establishment of a Brand Council for Namibia (Brand Namibia)**
- 2. Establishment of the National Cultural Troupe for Namibia**
- 3. Introduction of the National Pledge of Allegiance particularly in schools around the country**
- 4. Strengthening of the Common Value System for Namibia**
- 5. Strengthening of Public Diplomacy efforts**
- 6. Promote Destination Marketing, Export and Investment**
- 7. Promote Production and Consumption of Local Goods and Services**
- 8. Promote Namibian Culture locally and internationally**
- 9. Revitalise Civic Virtues by strengthening Civic Education in the country**
- 10. Enhance National Youth Service efforts in the country for effective and efficient service delivery**

11. Intensify the fight against all forms of crime and violence in the country

12. Intensify efforts on Public Education and Awareness

The implementation of the above commitments will result in a strong sense of patriotism among the citizenry and individuals, as we collectively strive for the betterment of our nation. It will further result in a strong common-value system among our youth and a desire to always do better and stay competitive at international stage.

Director of Proceedings,

Recognizing the vast and rich diversity inherent in our population, it is the intent of this campaign to articulate our shared identity to all citizens and to ensure that each and every one participates meaningfully, regardless of their backgrounds.

This programme requires that we, as Namibians, engage in personal introspection every day of our lives. We are called upon to contemplate how we can build a more just, united and prosperous society, where all our people lead fulfilling and dignified lives. A society where each child; each Namibian boy and girl regardless of his or her status has an equal opportunity to realise his or her potential.

These ideas should inspire each and every one of us, to do our part to advance the noble ideals of the NNP programme.

In conclusion I want to call upon all Namibians, to become champions and ambassadors of this programme. Let us hold hands, celebrate and promote our shared identity, our shared boundaries, our shared, God-given, land and march under the banner of One Namibia – One Nation, towards our vision of shared prosperity.

With those words, it is now my honour and privilege to declare the Nationhood and National Pride programme as well as the NNP National Strategic Framework and its Implementation Plan (2020-2025) officially launched.

I Thank You.