



UNIVERSITY OF EMBU

SPEECH BY
THE VICE-CHANCELLOR,
PROF. DANIEL MUGENDI NJIRU
ON THE OCCASSION OF THE
OPENING OF
CULTURAL FESTIVAL EVENT
ON
FRIDAY, 6TH MARCH 2020



The Deputy Vice Chancellor (PAF)- Prof. Eucharia Kenya

The Deputy Vice Chancellor (ARE)- Prof. Kiplagat Kotut

Members of the University Management Board

Members of staff

Invited guests

Students' leaders

Students

All performers

Ladies and gentlemen,

I am delighted to join you as we celebrate the 4th University of Embu Cultural Festival. Let me start by thanking the members of the Cultural Event Organizing Committee, led by Dr. Timothy Kinoti, for the time and effort they have put in making this event a success. My office has taken this event seriously because it has formed an integral part of the University academic calendar since its inception four years ago. This is in line with the University's core values of integrity, innovativeness, professionalism, customer focus and teamwork.



Ladies and Gentlemen,

The theme of this year's event is **'Embracing Cultural Diversity and Nurturing Talents'**. I am confident that this event provides a beautiful and worthy forum for each one of us to love, appreciate and showcase our diverse culture and talent. I also believe that our diverse and rich cultures will make us stronger, more united and focused as we learn and work together. I call upon all students and staff to appreciate the fact that we all come from different social, economic, political and cultural backgrounds. There is, therefore, a need to endeavour and channel positive energy in all that we do.

Ladies and Gentlemen,

We started celebrating this event in 2016 as a University College when we had the first cultural celebrations. Since then, my office has worked closely with the Organizing Committee for continuous improvement of the festival. I encourage the event organizers to continue making



positive strides in ensuring that the festival becomes bigger and better in future. Kindly feel free to consult with us for more ideas and do not shy away from dreaming big for the betterment of this University event. The University Management will work with available resources to support various activities for this annual cultural festival in order to showcase and celebrate our rich heritage as a Country. I challenge the festival organizers to be more aggressive in seeking sponsorship for this event. There are many individuals out there with the will and means to support cultural advancement.

Ladies and Gentlemen,

Allow me to also, in a special way, thank the UESA and the student community for their interest and great support for this event. This generation of youth whose tribe and persona is the millennial. The event has continued to produce young and very talented artists who are doing very well and making a living in the showbiz industry, e.g. MC Coin and MC Eddy. I



challenge all students to take advantage of this rare opportunity to build and nurture their talents since whereas academic excellence is good, it is not adequate in the modern, highly competitive world.

Ladies and Gentlemen,

Many activities have been planned for the day and the remaining two days. These include narratives, drama, comedy, poetry, music, dance and the very famous must watch *Mr. and Miss. UoEm*. I urge you all to book your seats for these very exciting events in the programme.

As I conclude, let me once again call upon each one of us to go back to the basics of our culture. All cultures are strong in morality, ethics, friendships and family values. A culture that entertains moral decadence, drug and substance abuse, violence and all kinds of intolerance among other vices has no place in our modern, civilized society. It is true that there are certain aspects of our culture that are retrogressive and these must be



discarded. However, as the saying going, *mkosa mila ni mtumwa*, so let us embrace our culture in its diversity.

Ladies and gentlemen, with those few remarks, it is now my pleasure to declare the **Culfest 2020** officially open.

God Bless you all as you enjoy this cultural extravaganza.

Prof. Daniel Mugendi Njiru, Ph.D
VICE-CHANCELLOR



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