



2023

# TARAMA RWANDA

WELCOME TO THE STATE OF ART

**#1**

Creating Rwanda's Leading hub  
that support artists and  
entrepreneurs in Creative  
industry

**contact us on**

Tel: +250 791375996  
[taramarwandabookings@gmail.com](mailto:taramarwandabookings@gmail.com)



# EXECUTIVE SUMMARY

The Rwandan sector of entertainment has experienced enormous adverse changes throughout the recent years, especially during the COVID-19 lockdown. Nonetheless, it is, currently, a significant source of employment for a substantial portion of Rwandan youth. Young people's ability to tell stories and express their views and thoughts through arts, such as music, fashion, poetry, theatre and dance, is key in stimulating change and progress in the Rwandan entertainment industry. However, the industry is not yet set up to embrace, upbringing, and nurture such young talents and assist them in making their passions and skills a transformative tool in Rwanda's socio-economic and cultural development. The Tarama Rwanda Initiative was established to address this gap and give every youth an opportunity to display their talents and use them to impact their lives, communities, and the country.

However, Tarama Rwanda doesn't focus only on arts and Entertainment but also health and education sectors with the aim to raise an educated talent with well-being.

## OUR STRATEGY



**Identifying  
Talents**



**Matching  
Talents**



**Mentoring  
Talents**



**Developing  
Talents**

## VISION

Creating Rwanda's Leading hub that supports artists and entrepreneurs in Creative industry.

## MISSION

Enhancing the ecosystem of talented youth in Rwanda and blossoming their role in vitalizing social, cultural and economic development of the country through Arts, education and health sectors.

## DESCRIPTION

Tarama Rwanda is a visionary and thriving platform that promotes rising talents in creative arts in Rwanda as well as the Rwandan diaspora communities. We do this through the workshops where leading and successful artists provide mentorship to aspiring ones on how to successfully embark on their entertainment journeys. They engage together in hands-on practical experiences, such as painting, singing, playing instruments, dancing, among others. Through these spaces, the aspiring artists get a chance to learn from their role models and get feedback on their work, giving them extensive ideas of how to breakthrough and excel in the industry. At the workshops, we host officials from private and public sectors, who help with guidance on how such young, creative, and talented youth can earn money and contribute to the country's progress, a central mission of the initiative.



## VALUES

1. Excellency
2. Creativity
3. Respect
4. Quality
5. Inclusiveness
6. Team work
7. Love & Support

# OUR TEAM

## OPERATIONS TEAM

20 members

A well-organized team of passionate, ambitious and creatives that focus on the overall operations including; planning, organizing and implementing projects.



## FACILITATORS TEAM

21 members

Group of creatives, entrepreneurs and volunteers that works hand-in-hand with the operations team specifically on implementation stage.

## MENTORS

20 members

Sharpest minds in numerous professions that review any project of the initiative before being implemented. They also mentor people under our various programs



## TARAMA RWANDA COMMUNITY

400+ Members

A team of young people, entrepreneurs, artists, event organizers, sound engineers, visual artists, friends and partners of Tarama Rwanda who are first beneficiaries and work hand in hand with Operation team during Implementation stage.



# TARAMA RWANDA NIGHT



On 19th August 2022, For the first time Tarama Rwanda Night was launched in existence to support upcoming artists to have huge platform to showcase their talents to public same time making money from their performances or exhibitions from their arts. The Ambassador of the state of Israel to Rwanda as the mentor, joined by many other officials including delegates of their countries in Rwanda, artists, journalists, creatives and entrepreneurs, plus the entire public were present in the launch at Envision Rwanda where more than 16 artists performed. Impakanizi ,Rluta, Isimbi-Dee, Dacky Tune, Blaise, Bishanya, Montana, Yuhi Mic and more performed.



On 22nd December 2022, 2nd edition of Tarama Rwanda Night took place at The Manor Hotel Nyarutarama and upcoming talents were showcased where more than 15 performers expressed their arts through Music, Comedy, Poetry, Fashion and Dance and more than 1200 attended. Gen-z Comedy, Indaro Center, Watuema band, SOG band , Nkuba, and more were the featured performers.

# MEET YOUNG PROFESSIONALS SUMMIT

On 7th May 2022, the 2nd Edition took place in Rwamagana district, where more than 70 creatives, artists, delegates of some countries in Rwanda, government officials, and an estimate of 700 youth from over 8 high schools participated. This was a more extensive event where the ambassador of the state of Israel in Rwanda, Dr. Ron Adam; Raoul Rugamba, the founder of Africa in Colors; Malik Shaffy, Emeritus Yvan Buravan, Madam Crystal Rugege; MD of center for the Fourth Industrial Revolution and the Executive director of Agahozo-Shalom Youth Village, Nkulikiyimfura Jean Claude, engaged in discussions to empower a mass of talented youth in securing careers that can impact their lives and the country through arts.



TOUR AROUND THE CENTER



PANEL DISCUSSIONS

However, The previous year On 6th February 2021, the first edition was held virtually due to respecting Covid-19 prevention measures, where professional creatives like Dady De Maximo Mwicira Mitali, Kayitesi Mediatrice, Michael Makembe, and the Executive Director of Agahozo-Shalom Youth Village, Jean Claude Nkulikiyimfura shared inspiring perspectives with over 400 youth on how incorporating talents with education can produce more creative generations in promoting economy and preserving Rwandan culture.



MAKING CONNECTIONS

# INSPIRE RWANDA



## The Nationwide Mentorship Program

On 19th November 2022, Tarama Rwanda Eastern tour marked the start of countrywide talent recognition. In the tour, more than 13 high schools from the eastern province and Kigali city participated by showing their talents in arts, and they were given a chance to

interact with Tarama Rwanda partner professionals, who will mentor them in the creative entertainment journey.



The participated entrepreneurial creatives such as Hope Azeda, Kenny K.Shot, Makonikoshwa, Junior Rumaga, Kabano Franco, Santana, Raoul Rugamba, Sakhelelemzalazala (from South Africa), and other 40 creatives mentored the identified talented youth through 720 group-based practical experience sharing and open panel discussions.



Green Hills Academy, Agahozo-Shalom Youth Village, Gashora Girls Academy, Saint Aloys, APAGE Musha, Saint Kizito, New Life Christian Academy, G.S Rubona, E.S Kayonza were among the participating schools.

# BEST OF WINTER AWARDS COMPETITION

## ANNUAL NATIONWIDE ARTS COMPETITION

In encouraging creativity and the exhibition of talented Rwandan youth, Tarama Rwanda launched The BEST OF WINTER AWARDS, In March of 2021, a competition in which more than 700 youth signed up. Twelve artists won awards and were given additional opportunities according to their fields of interest. For instance, music enthusiasts were given support to record their songs in renowned Rwandan music studios, youth interested in design participated in a two-month internship led by professional designers in the country, and young fashion models were provided with free photoshoots in media studios.. Poems were also recorded and videographers and photographers given 6 months of free membership under Envision Rwanda



Creatives and artists including Andy Bumuntu; Peter Lee, the founder of Envision Rwanda; Dady De Maximo Mwicira Mitali and Michael Makembe volunteered to judge the competition. The competition held online whereby 40% were actual percentage of online votes where the rest had to be determined by Judges. Agahozo-Shalom Youth Village, Envision Rwanda and Urubohero Ethical Fashion were the sponsors.





## NEXT 4 YEARS

A four years Strategic plan focuses on Arts, Education and Health sectors .

The impact expected is in Improved access to jobs and maximization of potentials and talents in artistic industry

01. 2000 talented young artists are empowered through exhibition, training, and mentorship to impact the creative industry in Rwanda

02. 300 job and business opportunities in creative industry are created through exhibitions, networking and mentoring of emerging young artists

03. corporate social responsibility strategy is established to raise awareness of youth against HIV/AIDS, teen pregnancy, and drug abuse. Mental health and Blood donation are amongst campaigns that will engage our community.

04. Incubation centers where 1000+ creatives can gather for the trainings in different times will be established

05. Organize 100+ school-based and community-based talent exhibition events to identify young people with talents in their schools and local communities

06. Investing in 100+ youths projects that impact community and helping them to initiate their startups

07. Establishing Tarama Rwanda Clubs in 50+ Schools that will support the entertainment ones they normally have in terms of identifying and support the talents .

08. 10+ Nationwide Arts competitions will be organized in regards to support upcoming artists with opportunities to access recording support, internships , exposure , mentorships, and more.

09. Empowering women in Arts through our numerous programs to the extent of 60%

# Partners



New Life  
Christian Academy



# Contacts



KG 601 st, #41



+250 791375996  
+250 787759316



tamarwandabookings@gmail.com



tarama rwanda initiative



tarama rwanda