

## MUSIC FOR PEACE

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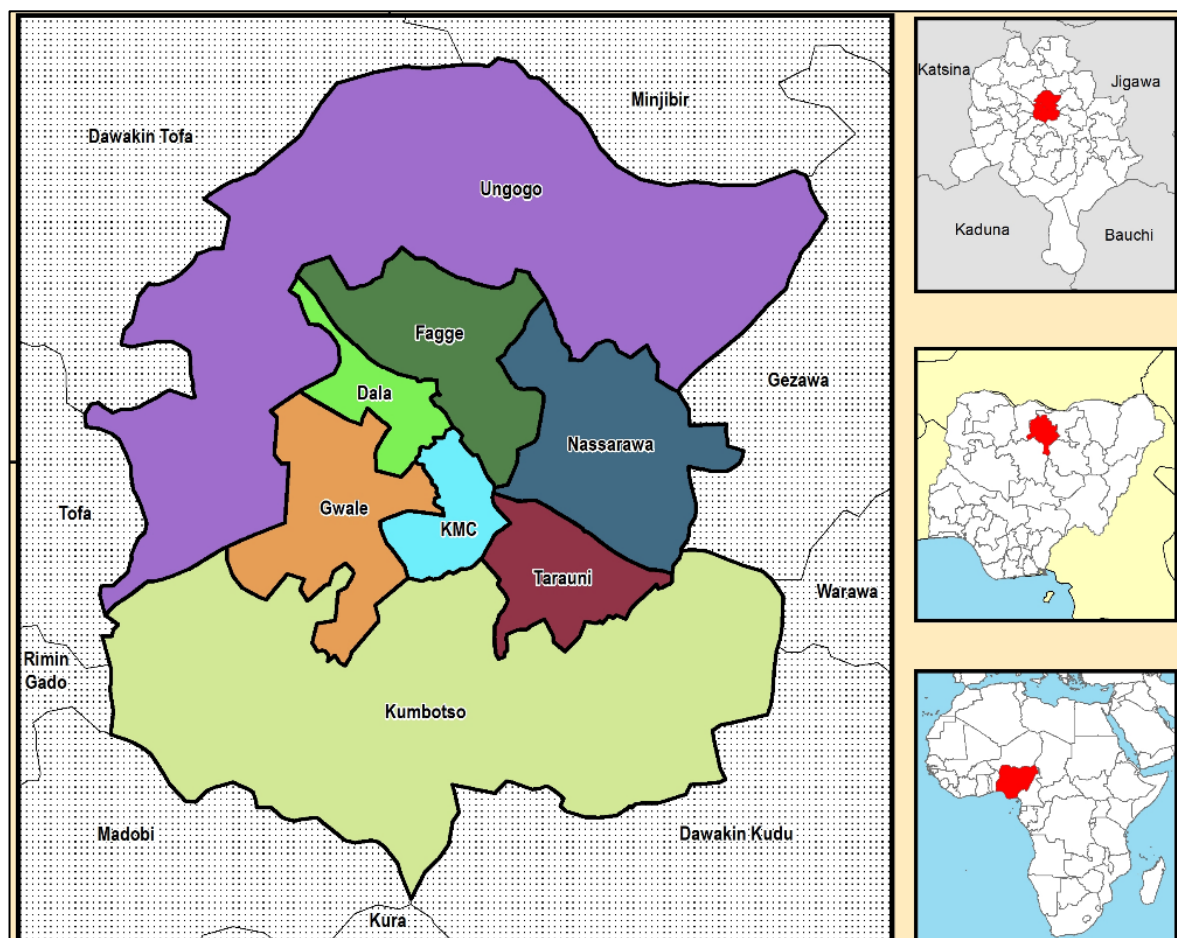
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## INTRODUCTION

### Geographical Location

Kano is an ancient commercial centre in Northern Nigeria. It is 2<sup>nd</sup> to Lagos in terms of commerce and industries. Kano metropolis comprises of 8 local government areas namely Dala, Fagge, Kano Municipal, Nassarawa, Tarauni, Gwale, Ungogo and Kumbotso local government areas.





## **People**

Kano metropolis harbours people from diverse ethno-cultural backgrounds. It has a cosmopolitan setting.

## **Culture**

The culture of Kano metropolis is predominantly Hausa culture with a tint of different cultures from other parts of Nigeria and other nationalities.

## **Religion**

Islam is the principal religion of the people which was introduced by Malian Trans-Saharan traders in the 15<sup>th</sup> century. Majority of the Muslims in Kano Metropolis are Sunnis (*Sufis* and *Salafis*). There exists also a significant number of Muslim Shi'is and a sizeable presence of Christians of various denominations.

## **Tribes**

Majority of the people in the project area are Hausa. Being cosmopolitan, Kano metropolis also inhabits other tribal groups from virtually all parts of Nigeria and neighboring countries.

## **Population**

The population of Kano metropolis stood approximately at 23 million (2019 projection). The youths of age bracket 15-29 years constitute 17.5% of the population<sup>1</sup>.

## **Statement of the Problem**

The age bracket 15-29 years have been the most vulnerable group that are prone to violence in Nigeria. The vibrancy and restiveness associated with this age group is often exploited by agents of conflicts who use them to commit mischief and unrest in society. More so, they are susceptible to religious intolerance, ethnic chauvinism, political hooliganism as well as criminality.

## **Project Objectives**

The principal project objective is to change the mindsets of the youth in favour of peaceful coexistence in communities.

## **Project Concept**

The 'Music for Peace' project was conceived based on the following facts:

- Youths in the 15-29 years age bracket in Kano metropolis are known to be very receptive and addictive to popular music.
- Youths in Kano metropolis are the main consumers of local musical productions from the Kannywood (local film and music industry).

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<sup>1</sup> M. Z. Ali, NPC Priority Tables Vol 1, Cartography Lab. Geography Dept. BUK, 2021



- Music is a powerful medium that could be used to reach out to youths, not only to entertain, but also educate and propagate messages, in this instance, peace message.
- Listening to radio is a pastime amongst the Hausas who constitutes a large portion of project area population.

## THE PROJECT

The project entails Engr. Maisikeli, a pioneer COFP Fellow working with artists from the Qadiriyyah Sufi Movement to produce inspiring music for peace building. A small music development team was formed; the team produced a music album comprising 5 music tracks. The album was titled in Hausa '*Fitina Bacci Take*', meaning 'Violence Sleeps'. This title was inspired by a popular *Hadith*, saying of the Holy Prophet Muhammad (Peace Be upon Him) who said that: 'Violence sleeps, Allah curses whoever wakens it'.

The tracks discuss ethnicity issues, commonalities of Islam and Christianity as well as importance of communal harmony. All songs were composed in Hausa, the native and predominant language in Kano metropolis.

In Kano metropolis, there are currently 16 FM Radio stations which on daily basis competes for millions of listeners. The project thus took advantage of the many radio stations to promote the 'Music for Peace' album which was formally launched on the 7th of March, 2019. Two leading FM radio stations were selected for the event, namely the Arewa FM and Cool FM radios.

At the album launching, live broadcast sessions comprising of interviews and discussions were conducted to promote the music project and its objectives. At the Arewa FM Radio, the event lasted for 30 minutes for the Hausa listeners. A sample music track was later broadcast for the first time signifying formal launching of the music album. The Cool FM Station was next to be visited and similar activities for the English audience also took place there.

Album Promotion Visits were also undertaken to other FM Radio stations and copies of the 'Music for Peace' album delivered. Engr. Maisikeli also employed other music distribution methods which included promotional visits to some music 'Download Centres' in Kano. A 'Download Centres' is a commercial digital music shop that typically is highly patronized by the youths. The 'Music for Peace' album was accordingly delivered to them free of charge and without copyright restrictions. However, the 'Download Centres' were obliged to distribute the music as they deem fit. The advantage of this method of distribution was to enable people to share the music on their smartphones as well as on the popular Internet social media platforms.

### Previous Projects Conducted and Sponsorship.

The 'Music for Peace' project was executed in partial completion of the 2018/2019 Fellowship program and sponsored by COFP.

### Project Impact on the Community

The 'Music for Peace' album launching coincided with the 2019 Federal and States elections in Nigeria. This was a time of extreme socio-political anxiety and uncertainties in Nigeria. The



release of the musical album was therefore timely. Accordingly, many radio stations took advantage of the music album to play those musical tracks from the album to support their pre and post elections violence public campaign broadcasting. The goodwill messages and accolades received via telephone after the maiden broadcast of music tracks was so encouraging. Generally, the 'Music for Peace' album has played an enviable role in dousing public apprehension during the 2019 elections.

### **Sustainability of the Project and Vision**

Although the project's focal community remains Kano metropolis, its potential for use beyond Kano metropolis remains strong, promising and viable.

FM Radio stations in Kano metropolis would continue through this project to have ready broadcast music which they could use for public peace campaigns. My vision on this project therefore is to produce more musical albums for radio broadcast across Nigeria and beyond. Considering the viral distribution effect of the Internet based social-media, it is believed the 'Music for Peace' songs would continue to spread widely and remain in circulation. Sequel to the first release, a second musical album is already in the pipeline. Subsequent musical compositions will include Pidgin English version to give the music a wider public appeal.

### **Project Pictures**



**Figure 1: Music for Peace CD Album**



**Figure 2 Engr. Maisikeli on a live broadcast session on ‘Music For Peace’ project at the Arewa FM Radio.**



**Figure 3 Engr. Maisikeli (middle) with members of the Music for Peace album promotion team at Arewa FM Studio.**



**Figure 4 Engr. Maisikeli with “Mr. Megga” a program producer after a live broadcast session on Cool FM Radio Station, Kano.**



**Figure 3 Engr. Maisikeli and the Programs Manager of the and the Programs Manager of the Express FM Radio Station in Kano after the ‘Music For Peace’ promotion visit.**



**Figure 6 Engr. Maisikeli and the Programs Manager of the Aminci FM Radio Station in Kano after the ‘Music For Peace’ promotion visit.**



**Figure 7 Engr. Maisikeli and the Programs Manager of the Gaurantee FM Radio Station in Kano after the ‘Music For Peace’ promotion visit.**



**Figure 8 Engr. Maisikeli releasing a downloadable version of ‘Music For Peace’ at a Music Download Shop in Kano.**