

THE RWENZORI EYE BI-ANNUAL MAGAZINE

THE CONCEPT

The 'Rwenzori Eye' draws its name from the Rwenzori Mountains that have the 3rd, 4th and 5th Highest peaks on the African continent. It is envisioned that the Rwenzori eye can reach north through West Nile, across to Kidepo Valley, and east to Mount Elgon; over to Lake Victoria, Kampala and the source of the Nile; and southwards to Bwindi and Mgahinga – and all the many places between.

This magazine aims to promote the richness of Uganda's environmental and cultural resources and contribute to economic development through tourism.

- It will publish informative and entertaining articles on culture and conservation that interest Ugandan and international audiences
- Through the advertisements it will demonstrate Uganda's entrepreneurial strengths, and assist the development of small and middle-sized businesses (SMEs)
- It will be distributed free of charge locally, regionally, nationally and internationally. Some of the areas where copies of the Rwenzori eye shall be distributed include: Kampala city, different Districts in Uganda, urban centres, airports, border posts, hotels, restaurants, tourist sites, institutions of learning, bookshops, supermarket outlets, civil society organizations, companies, religious institutions and international countries.

Through this magazine the wealth of cultural and natural resources of Uganda shall be displayed across Uganda and to the outside world. Uganda is rich in both traditional and modern arts, performance, and cultural practices. Uganda is also rich in traditional and scientific knowledge which, developed together, are an important contribution to world knowledge.

Conservation of natural resources does not work without the development of community cultural resources – and human culture cannot survive without the health of the natural environment. Culture, conservation and businesses need to be partners in national development.

The Content of the Rwenzori Eye

The Rwenzori Eye will feature articles by individuals and organisations relevant to the themes of culture and conservation. These will range from new discoveries and creative works, to traditional values, knowledge and life histories. Each issue will have a feature article to develop a particular theme – which may be based on a region, or an aspect of culture and conservation.

Ideas for future themes are welcome. Advertisers may also wish to contribute articles concerning their cultural and conservation interests.

The magazine has been founded through English, but articles in other languages of Africa are welcome: indigenous languages are part of Uganda's cultural strength. Interact with French-speaking countries and others is needed. Articles in other languages should be provided with a translation into English, so that they can be published.

Link to national development and plans in the tourism sector

'Sustainable' and 'responsible' are words for development that we can take for granted. What is not so clear are the means for achieving these. We believe that Uganda's own business entrepreneurs, from the individual and community level up, can work together to achieve sound development. The Uganda Government / Ministry of Tourism has created the foundation for Ugandan tourism through Regional Clusters. This magazine aims to ensure that these clusters are also communicating with one another, and we can achieve maximum impact.

Organisations behind the publication of the Rwenzori Eye

This magazine has been created by two indigenous companies Centre for Action and Applied Research for Development (CAARD) (U) Limited and Kabarole Tours (K-Tours) based in Fort Portal.

Frequency and format of publication

The Rwenzori Eye is published twice a year (June and December). It is printed in full color on art paper landscape A4 layout of approximately 80 pages.

WE THEREFORE REQUEST YOU TO BOOK SPACE IN THE JUNE ISSUE. YOU CAN DOWNLOAD OUR LOCAL PURCHASE ORDER (LPO) AND BOOK ON LINE. **www.caard.co.ug**