



# BLOCO MALAGASY

MADAGASCAR - SOUTH AFRICA

“BEATING THE DRUM FOR  
RESPONSIBLE TOURISM”





## Presentation of NGO Bel Avenir

The NGO Bel Avenir is a Malagasy NGO of sustainable development that works in southern Madagascar since 2003.

The NGO staff consists of about 130 Malagasy employees and a dozen permanent foreign volunteers.

This sustainable development program focuses primarily on four areas:

**Educational area**

**Social area**

**Community health**

**Environmental area**

## Mission

Our mission is to contribute to the improvement of the quality of life of marginalized people in the south of the country, especially those of children, but also their families, through education as a driver for development.

## Vision

The NGO Bel Avenir aims to increase the number of beneficiaries who have access to its sustainable development program and to extend it to the most disadvantaged areas of Madagascar. One of the pillars of our action is the financial autonomy and the responsibility of the local population.

## Values

**Quality** of the management and work provided to the beneficiaries of our actions.

**Respect for the dignity** of the people and local culture, thanks to the close and direct work with the local population.

**Sustainability** of the actions. Innovation and originality in the creation of our development program.

**Integration** of all marginalized groups in our actions.

# The South African project

## **“MADAGASCAR- SOUTH AFRICA: BEATING THE DRUM FOR RESPONSIBLE TOURISM”**

**Approaching people, preserving our earth... creating a better place for a better visit**

**Cape Town - Port Elizabeth - Durban - Johannesburg - Pretoria  
14-30 April 2015**

### **Project description**

NGO Bel Avenir launches the tour “Beating the Drum for Responsible Tourism” in South Africa, a trip that will bring 10 percussionists of the group Bloco Malagasy through five major cities of the country. Cape Town, Port Elizabeth, Durban, Johannesburg and Pretoria will be able to vibrate with the drums of the Bloco Malagasy.

#### **1. Cape Town (from the 14th to the 19th of April)**

During this first phase of the tour in Cape Town (14-20th of April) Bloco Malagasy will mix Afro-Brazilian rhythms and some of the most traditional rhythms from the south of Madagascar.

The tour team aim to participate in the animations around the tourist exhibition World Trade Market Africa 2015, that will take place in Cape Town from the 15th to the 17th of April, in order to promote responsible tourism among some of the most important tourism agents coming from Africa to the event.

#### **2. Road Trip Tour: Cape Town - Port Elizabeth - Durban - Johannesburg - Pretoria (from the 20th to the 30th of April)**

After the start up of the tour in Cape Town, the group Bloco Malagasy will road up along the coast passing by the coastal cities of Port Elizabeth and Durban showcasing their quality music and keeping beating the drum for responsible tourism. Then the increasing awareness tour will head out to Johannesburg and Pretoria, where the Bloco Malagasy will continue their concerts and meetings with other social and cultural South African organizations.



Bloco Malagasy, tour of Madagascar 2013



Hôtel Sakamanga (Antananarivo, Madagascar)

## Project Goals

### General objective:

- Promoting responsible tourism in Madagascar and South Africa through a musical and increasing awareness tour that will lead the female percussion group Bloco Malagasy o South Africa, accompanied by the Malagasy group Tsiliva and the painter Isaac.

### Specific objectives:

- Promote a tourism in which local are decision makers to foster sustainable development.
- Increasing awareness of the negative impact of sexual tourism and disrespectful behaviors to ferment a tourism that respects and protect women and children rights.
- Enhancing the importance of preserving our natural heritage to boost economical growth.
- Making aware of history, traditions and local culture for a better understanding of the other.
- Promote South-South cultural exchanges between civil society organizations, artistic groups and tourism agents.
- Taking part in the World Travel Market Africa exhibition in Cape Town between the 13th and the 15th of April 2015.

### Expected results:

- Increasing responsible tourism in Africa.
- Strengthen tourism and cultural links between Madagascar and South Africa.



Mangily Solidary Hotel (an initiative of NGO Bel Avenir in the South of Madagascar)

# The Bloco Malagasy...



Rio de Janeiro (Brazil)

## ... an artistic project

During the show, the spectator is bewitched by the rhythms, dances and smiles of the young women, who convey the joy and cheerfulness of the Malagasy people. The Bloco Malagasy proposes a journey through space and time, by turning back to the origins of the African and Brazilian music. Because the group has imposed its Malagasy colours, the Bloco Malagasy is also an original discovery of the Great Island's culture, and especially the Vezo (ethnic group from the south west of the island) culture.

## .... an educational and social project :

Beyond being an artistic project, the Bloco Malagasy is mostly an educational and social project.

The young girls of the group have access to a program that aims to protect them and to offer them new life opportunities. The program includes social and school attendance monitoring and tutoring lessons given by certified teachers 4 hours per week. Moreover, throughout the year and during the tours, the percussionists get to discover the natural and historical heritage of Madagascar and of the other countries they visit. Through entertaining and pedagogical activities, they extend their general knowledge. Activities, community life and discovery of new outlooks constitute an ensemble, which will allow the social reintegration, the awakening and the blooming of those young women from disadvantage neighbourhoods of Tulear.

## .... a human project :

The Bloco Malagasy uses music and dance as means to convey universal values such as respect, solidarity and gender equality. During the concerts, the young women of the Bloco Malagasy defend and extol women's fundamental rights. They are a testimony and a glimmer of hope for women's future in Madagascar and in the world.

## ... a project with afro-Brazilian origins :

The Bloco Malagasy practices the «samba reggae» style of Salvador de Bahia. The samba reggae has developed in Brazil and is a mix of the African culture brought by the slaves and the Brazilian culture. The Bloco Malagasy has developed its own style by merging the traditional Brazilian rhythms with rhythms from the south of Madagascar, like tsapiky and kilalaky.

## Bloco Malagasy, 7 years of experience...

The NGO Bel Avenir launched the batucada activity in 2008. Its purpose is to propose a quality cultural activity to young girls from the disadvantaged areas of the city of Tulear and to propose shows that bear a message of defence of universal rights. .

Therefore, the musical band held his first cultural tour of awareness in Spain in August 2011 with performances in many festivals and street parades (Pirineo SUR de Huesca, Rototom de Benicasin...).



Salvador de Bahia

In 2010 and 2012, Borja Rocha, Director of the prestigious Spanish batucada School “Samba da Praça” and Nacho Martín, teacher of three recognized Spanish batucada groups, including the famous: Sambiosis from Grenade (Spain), came to Tulear with the aim of strengthening the Bloco Malagasy skills.

In 2013, in addition to many performances provided at a local level, Bloco Malagasy held two successful tours in Cambodia and Madagascar in order to promote respect for universal human rights, especially the rights of children and women. These tours were attended by thousands of people and were widely diffuse by the media.

In February and Mars 2014, Bloco Malagasy did its third international tour. The group went back to Cambodia and then it arrived to Thailand. Through more than 60 shows, 30 sociocultural meetings and the attendance of more than 30.000 spectators, the Bloco Malagasy demonstrate its talent, strengthen links with the francophone community living on those countries and to promote the exchanges between young people from different cultures and realities in order to enhance tolerance, respect and peace.



Sao Paulo

The Brazilian tour in 2014, coinciding with the Football World Cup, was the climax of these 7 years of learning. That journey has allowed the group to perfect their art, thanks to the encounter with several famous batucada groups, like Olodum school and the female group Didá of Salvador de Bahia, or also Ilú Obá of São Paulo.

The group also gains more and more notoriety both at the local and national level, and is more and more sought to participate in different festivals and big local and national events. For instance, the group has made the opening of the international jazz festival Madajazzcar, and has been crowned Group of the year 2014 by the popular magazine No Comment.

In October 2014, a class of batucada opens for children aged 7 to 12, most of them siblings of the girls who already are in the group.

# The Bloco Malagasy in the media

Thanks to their high musical quality, to the originality of their mise en scène and their social character, Bloco Malagasy is widely presented and demanded by the mass media in Madagascar and abroad, specially since august 2013 when the group went all over the country for its first national tour.

Since then, the news about Bloco Malagasy are usually on the main newspapers, magazines, radios et national televisions like the Express, Les Nouvelles, Midi Madagascar, TV Plus, TVM, RTA, etc. Furthermore, the group was named best group of 2014 by the readers of No Comment, one of the most read magazines in Madagascar.

The group also often appear on the cover of the newspapers during the year, especially during its international tours or due to its participation in prestigious events like the jazz international festival Madajazzcar or the dance festival Mitsaka. On these two festivals the media praised the participation of the Bloco Malagasy with very good reviews.



Also, magazines such as L'Essentiel or Watsa have included several in depth articles about the group in its pages and dozen of interviews to members of the group Bloco Malagasy have been published in plenty of newspapers, radios and televisions. Moreover, Bloco Malagasy has been invited to the sets of various television networks such as the morning shows of Radio Télévision Analamanga (RTA) or Record TV.

The group has also participated alongside important artists of Madagascar, in big national events broadcasted live on television, as for example the concert "My voice counts", organized by the UNDP (United Nations Development Program) with the aim of promoting the return to democracy in Madagascar or the show "Mbarakaly" to appreciate Malagasy culture, in two occasions. During these concerts, the group had the opportunity to share the stage with other renowned Malagasy artists such as Mikea, Ricky, Dama, Princio, Honorat, Jaojoby, Tsiliiva, Lianah, Onja, Dalvis, etc.

Thanks to the great success of the shows and the huge media attention, Bloco Malagasy has achieved to be well known throughout Madagascar and has thrilled millions of Malagasy viewers with his music.



# The show

An original show that can fit any occasion



With the capoeiristes of Roda Malagasy

The Bloco Malagasy play in parades, carnivals, on stage... The group can also play accompanied by the choreographies and acrobatics of the group of capoeira Roda Malagasy and now the girls from Tulear present a show accompanied by huge puppets!



With the huge puppets



Inauguration of a public hospital



Carnival of increasing awareness of Marie Stopes



## Presentation of Bloco Malagasy

Name : Bloco Malagasy

Entire group : 71 young women et 60 children

Age : 7-25 years

Origin : Tulear, south west of Madagascar

Director of the group: Tokiniaina Florette

Assistant director : Ramahazosoa Andréa

Technical director: Razafimbolamena Sambatra Georgette

Ability reinforcement :

Rivelis William (Madagascar)

Borja Rocha (Spain)

Xavier Monville (France)

Nacho Martín (Spain)

Show :

Duration: 1h15 with 15 minutes of break

Composition of the group: from 10 to 60 percussionists

Nature of the show: parade or onstage concert

Instruments : back surdos (marcação), variation surdos (dobra), repiniques, snares (caixa), xequere

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Facebook : Bloco Malagasy

Twitter : @BlocoMalagasy



Tours in Brazil, Madagascar and Spain

# Curriculum Vitae - Bloco Malagasy

DATE	DESCRIPTION
26/07/11 - 28/08/11	Spanish tour: Bolea, Zaragoza, Laredo, Asturias, Gijon, Huesca, Granada, Madrid, Valencia
15/12/11	Campaign against the poliomyelitis of UNICEF - Tulear
23/02/12	Carnival of deforestation fighting with WWF - Tulear
15/05/12	Animation with the Red Cross for the Androy region - Tulear
01/11/12	Animation for the Early pregnancy fighting with FNUAP - Tulear
01/12/12	Animation for the Early pregnancy fighting with FNUAP - Tulear
04/03/13 - 31/03/13	Tour in Cambodia: Battambang, Siem Reap, Phnom Penh, Sihanouk Ville
19/04/13	Carnival at the French School of Tulear
18/04/13	Animation "Mum and baby healthy" organized by UNICEF and the Public Health Ministry - Tulear
12/06/13	Animation avec UNICEF about the health assistance - Tulear
23/06/13	Day of the Music - Tulear
11/07/13	Carnival for the Early pregnancy fighting with the FNUAP - Tulear
03/08/13	Opening concert of the Bloco Malagasy tour in Madagascar at Alliance Française - Tulear
03/08/13 - 28/08/13	Tour of Madagascar: Ranohira, Fianarantsoa, Antsirabe, Antananarivo, Majunga
19/09/13 - 23/09/13	Concert: "My voice counts" with the CENIT and PACEM - Antananarivo
27/09/13	Carnival with the Tourism office: "The environment and the water" - Tulear
05/10/13 - 19/10/13	Regional tour (Antsimo Andrefana, Ihorombe, Menabe et Melaky) for the increasing awareness of women voting
23/10/13	Animation for corruption fighting with the anticorruption agency Bianco - Tulear
13/02/14 - 22/03/14	Tour of Cambodia and Thailand: Siem Reap, Battambang, Sihanouk Ville, Phnom Penh, Bangkok
08/03/14	International women day - Tulear
15/03/14	Opening celebration of the week of the French community - Tulear
28/04/14	Carnival of WWF et ADES - Tulear
04/04/14	Big carnival of the French School of Tulear
12/04/14	Opening celebration of the games "Somanay Interville 2014" organised by Orange - Tulear
20/06/14	Animation in École des Salines for the International day of the African child - Tulear
20/06/14	Press conference of Bloco Malagasy at Kudéta / Carlton Hotel - Antananarivo
	Opening concert "Brazilian tour 2014" at Sakamanga Hotel - Antananarivo
21/06/14	Day of the music - Antananarivo
	Concert at Kudeta / Carlton Hotel - Antananarivo
03/07/14 - 03/08/14	Tour in Brazil: Recife, Rio de Janeiro, Salvador de Bahia, Sao Paolo
29/09/14 - 04/10/14	Opening celebration and other concerts during the international festival Madajazzcar - Antananarivo
10/11/14	Increasing awareness about Early pregnancy fighting with Marie Stopes - Tulear
08/11/14 - 12/11/14	Animation at the international dance festival Mitsaka - Toamasina et Foulpointe
14/11/14	Animation at the employment and youth fair - Tulear
15/11/2014	Animation at the prison of Tulear
21/11/14 - 23/11/14	First edition of the Big Alahady Music festival annual - Tulear
09/12/14	Animation at International day of corruption fighting - Tulear