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**PROGRAM NAME: WOMANITY – WOMEN IN UNITY**

**GUEST NAME: MISS SAFIETOU NDIAYE - AMBASSADOR SENEGAL**

<b>SPEAKER</b>	<b>TRANSCRIPTION</b>
DR. MALKA	Hello, I'm Dr. Amaleya Goneos-Malka, welcome to 'Womanity – Women in Unity'. The show that celebrates prominent and ordinary African Women's milestone achievements in their struggles for liberation, self-emancipation, human rights, democracy, racism, socio-economic class division and gender based violence.
DR. MALKA	Joining us in studio today is Miss Safietou Ndiaye who is the Ambassador of Senegal to South Africa. She was the former Minister of Culture and Preservation of Historical Heritage of the Republic of Senegal; she has also been the Ambassador Permanent Representative of the Republic of Senegal to UNESCO Paris, France and the President of the African Ambassador's Group at UNESCO, as well as the Ambassador Extraordinary and Plenipotentiary of the republic of Senegal of the Swiss Confederation. Welcome to the show Ambassador!
<b>MISS NDIAYE</b>	<b>Thank you Doctor, it's a pleasure being here today.</b>
DR. MALKA	I know that you've recently come into South Africa, having been in only two months, but prior to your commencement of your term in office in South Africa, you've served your country for almost 30 years. You hold an outstanding record of achievement across various sectors and positions; can you share with us a few of the landmarks in your career that have brought you up to today?
<b>MISS NDIAYE</b>	<b>Thank you, as I said...as you said 30 years, it's a long way and I started as a teacher, French teacher and I think it was the part that was very rich in my career because I was teaching French and African Culture, literature to young girls; teenagers and they were prepared to go to the university and today when I'm in this street in Senegal or in any other office and I meet these young ladies who will call me "oh Madam, how are you, you were my teacher"; I'm very, very proud of that.</b>
DR. MALKA	It must be such a sense of reward to know that you've nurtured these young girls.....
<b>MISS NDIAYE</b>	<b>....definitely....</b>
DR. MALKA	....into the women they are today...
<b>MISS NDIAYE</b>	<b>....definitely, definitely because I was a teacher but I was also like a mother and an advisor, I was really involved in that, I was young. I was....when I started I was 24 years, I was young and deeply involved in that and really I appreciate that moment of my life.</b>
DR. MALKA	Now that you've reflected a little bit on your history can you tell us what sort of milestones you want to achieve whilst you're in South Africa in this role.
<b>MISS NDIAYE</b>	<b>Of course, as a diplomat I will like to create better deploy good relationship between South Africa and my country, which exists since a long time. Actually, we're preparing in Senegal to celebrate the 30<sup>th</sup> Anniversary of the Talk of Dakar and .....between Dekori Island in Senegal and Robin Island in South Africa because 30 years ago in Senegal we had this famous Talk between heroes of ANC and people from the government of South Africa and that was settled in Senegal. It was the beginning of the end, definitely, of apartheid. It was a great moment for us and we are celebrating it this year in Senegal, so there is already a great relationship between Senegal and South Africa but my goals actually also to put an economic development between our two countries. Senegal is now really developing mines, oil, gas....we found a lot of oil and gas in Senegal and</b>

	<p>recently I was in Cape Town for the Mining Indaba and we had very nice exchanges with people that are operating in the sector and I deeply look for companies, South African companies to go to Senegal, discover what we are having to propose. I know that maybe the language can be a gap for them to face but all I can say that is all Senegalese people are now managing to speak English and understand little bit so there won't be any problem and they're very friendly and our system that of hosting companies that are arriving is very performing so this is one of my goals in South Africa and also culture, of course, and also culture I would like to show more about Senegalese culture here. We are planning with the Senegalese community to organise a week, a cultural week here, so this is also part of my goal after the economic relationship I would like to develop a real great deep cultural relationship between our two cultures.</p>
DR. MALKA	<p>Those are two really important focuses and I think the way that the commodities market is now shifting in commodities favour, that then in turn with Africa as a continent being so rich in its mineral resources that that again offers more of a bounty for companies coming in to different countries to improve those relationships. When you were talking about your early days as a teacher being involved in French literature and African culture and you're still continuing within that cultural vein, teaching in the girls high school and thereafter becoming the education advisers to the President of Senegal for two years, in charge of educational policies and programmes, as such you know that education is a vital tool to empower individuals in societies and even basic levels of literacy and numeracy have had profound effects on the wellbeing of women, whether that is benefits over fertility rates, reduced child mortality, improved health management and poverty reduction and interestingly according to a UNESCO study an additional year of schooling yields a 10% increase in earnings, something which can't be underestimated; in your opinion do you think as a society that we're doing enough to ensure that this type of knowledge is preached in every forum possible and passed on from mothers to daughters, especially in underprivileged communities?</p>
MISS NDIAYE	<p><b>Of course Doctor, I could answer that we could do better, we could do more and we have to do more. When you're talking about underprivileged community I know exactly what does it mean. I'm coming from a country where traditional aspects, cultural aspects but also, religious considerations is a great great handicap for girls, for women. In Senegal we achieved our goal in putting girls in high school. This was one of the main purposes of UNESCO's fight, we achieved that, I'm really glad but we're facing a great problem, to maintain these girls in high school. To maintain them until they graduate from high school and also to give them the opportunity to go to university and to go also to the scientific branches. It's a great problem because we're facing a society where whenever there is a choice to make between a boy and a girl going to school, without any hesitation parents will say to the girl you don't need to go to school. You...all you need to know is how to take care of a house because you will get married and a good husband will take care of you, this is a problem and when women leaders...I can consider myself like a leader maybe in my country, will talk, they will say no they're just copying women from abroad, from .....but they're not real good Senegalese, a good Senegalese have to stay at home. This is a big, big challenge but we're continuing, we're continuing and actually we are really glad to see that not only in Senegal but in all over the continent we're having a new generation of young women who are deeply believing that they can make it and now in each field of our economy and our culture too, you will find young girls, young women doing their job very well, creating companies.....and they will build a new nation. I'm against this</b></p>

	<b>Afro pessimistic approach. I do continue to believe that we will make it because these young women that we are seeing all over the continent, when you're travel in the airports and in the meetings, creating a new world, new generation and they will educate their sons, their girls in that way that both can reach the same goals and this is very important. I do continue to believe that we will make it one day, it will take time but we are in the process.</b>
DR. MALKA	That's the unfortunate thing that it's almost another generation that's going to reap the benefits and the current generation is still grappling with the tension of being able to advance themselves, having the right to advance themselves but yet being constrained by culture and it's a big conflict I'd imagine as they're growing up.....
MISS NDIAYE	<b>....it is, it is....</b>
DR. MALKA	....on who wins.
MISS NDIAYE	<b>...it is, who wins finally that's a good question. In Senegal I was saying that the problem is to maintain girls at school because in some areas religious and traditional aspects which say okay, you are twelve years, you are thirteen years old you have to get married. We are facing this problem, or you just don't have to continue to go to school, just remain at home. So finally is it a matter of who wins? No, I'm saying that we will have to make a good link between my generation of these women that we believe that we can achieve our goals being mother, being involved in our culture and being also women who can just sit here in a radio and talk about other issues or going into other meetings all over t he world. I think we can make a compromise between all that. It's part of our identity to keep our culture, where we're coming from, what are the values of our education, I think this will help us to be better leaders, I do believe that it's is not just a fight, it's a matter of taking care of both.</b>
DR. MALKA	And that we're living in a changing environment and being able to adapt accordingly and not be constrained by the past but being able to keep the cultural components that benefit the future. We've been talking about culture and you held the position of Minister of Culture for the Republic of Senegal for two years and you dealt with issues which, as we've just spoken about now, have changed the lives of your country's citizens for the years to come. You've become a role model; you've proven to many women and girls in Senegal and indeed across the continent that through hard work and personal sacrifice everything can be achieved, whether it's balancing that .....mix of fulfilling cultural components but still fulfilling your ambitions to succeed and provide meaningful contributions; can you please share with us some of the responsibilities that came with the role of being Minister of Culture and having such a demanding career?
MISS NDIAYE	<b>It was very interesting and very tough at the same time. First of all I was young when I became a minister. My first challenge was to make all these deputy chief directors that were in the Ministry of Culture to accept that a young lady can be their boss, that was something. That a young lady was able to face the problems and to take care of this department; that was one of my first problems. It was a challenge and also to take care of my family, my kids were young, my husband was demanding and my community was also expecting a lot so there were a lot of challenges to face. I was travelling a lot all over the country. I was travelling a lot abroad; taking the floor over meetings where sometimes you would be just two or three women ministers among men. At the first sight they will not believe in you, they will just look at the way you are dressed up and stuff like that, but what was the interesting part of it is you surprise them usually and I was</b>

	<b>enjoying that moment and they were just saying that it's just a woman and then when you get into a deep debate they will realise that sometimes you know more about the question you are .....than them and that moment, that very specific moment will make me have the strength to continue to fight and not only for that, but to fight because I was saying if I succeed to this mission other women will have the chance to continue and to do better than me, ja.</b>
DR. MALKA	That was certainly a challenge to overcome and arguably it was purely a gender based challenge that you had to address because if you had been a man you would have been accepted and there wouldn't have been an issue.
<b>MISS NDIAYE</b>	<b>I know.</b>
DR. MALKA	What would be your advice to girls who want to follow in your footsteps in terms of what they need to do to overcome those types of challenges?
<b>MISS NDIAYE</b>	<b>What they will need to do is first of course, to go to school; to continue. I was a mom, I was married, I was going to the university and I took care of all this at the same time, it wasn't easy. Girls have to know that it won't be easy, they won't have to choose the easiest way but they have the right to believe deeply that they can make it. They can make it, they're smart enough; they're strong enough so my advice is just believe in you and continue. Whatever you feel like you want to do, continue, you'll face a lot of problems but continue to believe that you can make it and you will achieve your goals.</b>
DR. MALKA	Self belief; focus, tenacity; don't give up...
<b>MISS NDIAYE</b>	<b>Don't give up, never, never ever. It's your dream you have to make it and you can make it.</b>
DR. MALKA	Thank you for inspiring us there.
<b>MISS NDIAYE</b>	<b>Thank you.</b>
DR. MALKA	You are listening to "Womanity – Women in Unity" on Channel Africa, the voice of the African Renaissance, on frequency 9625 KHz on the 31 meter band, also available on DSTV, Channel 902.
	<b>AD BREAK</b>
DR. MALKA	You are listening to "Womanity – Women in Unity" on Channel Africa, the voice of the African Renaissance, on frequency 9625 KHz on the 31 meter band, also available on DSTV, Channel 902.
DR. MALKA	Today we're talking to Ambassador Safietou Ndiaye who is the Ambassador of Senegal to South Africa who is also the former minister of Culture and Preservation of the historical heritage of Senegal. We would love to receive your comments on Twitter@WomanityTalk.
DR. MALKA	In the previous segment of the show Ambassador Ndiaye reflected on her 30 year career, looking at components within the political space as a minister, specifically looking at culture in the Republic of Senegal; we also spoke about some of the conflicts that arise from culture intertwined with the future and the way that the world is changing for young women to have sustainable careers and in order to embrace all aspects of their life equally.
DR. MALKA	Ambassador this programme is all about gender equality which is increasingly a global focus and as such, building female leadership capacity is critically important for the future of women in Africa as well as the world; how do you see female leadership from your perspective?
<b>MISS NDIAYE</b>	<b>Female leadership will increase. It will take time, as I said before, but the way I'm seeing things going it will increase. I can take also the example of Senegal where we finally end up after a long way, a long fight and it's the moment for me to pay tribute to all these ladies that in the beginning of the 30's or even before, were fighting for us to obtain parity for all the elective stations, actually Senegal in the parliament we have a 50% of men and 50%</b>

	<b>of women which is something that is really great. We're going to win this fight....it's not just a fight, I don't like the word "fight" it's just that we are asking for our rights.</b>
DR. MALKA	That's....we are asking for our rights, we are in an equitable society but yet some people are treated more equally than others.
MISS NDIAYE	<b>Yes, it's not normal. We don't even have to ask for our rights, they have to be just normal.</b>
DR. MALKA	And you mentioned the 50/50 parity and I think that for me one of the things that is most important when we look at female representation within the parliamentary space around the world, that Senegal is ranked sixth in the world, Rwanda leads the way, South Africa is ranked ninth, but the piece that puzzles me is when I look across other countries, so for instance the United Kingdom – forty-seventh; France – sixty-third; the USA a hundred and fourth, when I look at those stats of our so called first world environment, this low representation of women quite frankly shocks me; what's your opinion of it?
MISS NDIAYE	<b>Maybe that our young democracies are doing well, but I think that is maybe because as African women we're coming from such a long way that we're having this need, strongly, to achieve some goals because having this parity wasn't a gift...</b>
DR. MALKA	...no.....
MISS NDIAYE	<b>...no...; it wasn't a gift, it was something very hard to obtain but I think that African women are today convinced that it's the only for them to help their daughters, their girls to live a better life. We accept that maybe we'll have to do all this sacrifice for the next generation coming and for that a lot of African women leaders are facing a lot of problems because it's not easy, it's not easy in our community in our society to say no, stop that we don't want girl abuse, we don't want this, we don't want that, we're asking for this right and this right, so but there is also a great solidarity between African leaders all over the continent. We're meeting in some associations .....and all the democracies are maybe just sitting on the fact that everything is fine, they don't have to say problem may be us, we have in the African continent and maybe that's why we're fighting so much to have these good results.</b>
DR. MALKA	Also, I think it goes back to a point that you raised, you said maybe it's because we're young democracies and I think that is possibly one of the strongest areas because in developing and achieving to get to this democratic state men and women fought equally and why on earth would a woman now, after fighting the fight to get to democracy suddenly give up. We're here together, we did this together, let's continue together.
MISS NDIAYE	<b>That's right, that's right. Can take my example, our actual president, President.....when we were fighting to obtain the presidency for our former present person.....we were in the opposition at the time. He was President .....who is actually the president of Senegal, who was the president of all the intellectuals and the movement of the opposition who were supporting the candidate .....at that time. I was his vice president and we were working equally. So when we were present we acceded to the power, for me it was normal that if President Maxa become a minister its normal for me also to become a minister so there were no problems for me. I've seen that I did the job that at the time I have to do it, it wasn't easy being a teacher, being....serving the government and being in the opposition. It was a great fight and as a woman, I had young kids, I had to go all over the country, sleep at night in village trying to explain why we should change the system, why we should do this and that, why...and sometime women will look at me and say are you married, I say yes. Are</b>

	you a mother, I say yes. How come you just leave your family and come all the way here sitting here and talking, they couldn't understand, why don't you just go and feed your kids and I will say no because I want you to have a better life, I want you to become this and that and I want your daughters to go to school and become a teacher like me, that's why I'm doing this and most of these African women are doing the same as me, I'm not just an example, I'm just one among all these African women.
DR. MALKA	But the role model is so important because when people see somebody doing it, it becomes tangible; it becomes believable that they can too.
MISS NDIAYE	But it's also so difficult. It's also so difficult because your society will not sometimes understand and men will not let you go easily, so you will have to face a lot of things. "She's too much", or "she's just..she's taking too much place", that will be the kind of comment you'll have to face but if it's just comments it's not a problem but sometimes they will even use another woman to face you and just present you like ag, it's just a women's stuff, they're just fighting but it's women's stuff, trying to put you on a lower level....
DR. MALKA	.....to trivialise....
MISS NDIAYE	...to...that's the word, trivialise.
DR. MALKA	Thank you for sharing your story there. Throughout the different radio programmes we've had, one of the questions that I ask all my guests who've made tremendous achievements in their respective fields of expertise is about some of the factors that they consider to have contributed to their success. Some people talk about their moms, others talk about perseverance or hard work; what would you say have been the key drivers to your success?
MISS NDIAYE	All these keys are of course part of, call it success I don't know, it's my way of life. All these keys are of course are very important, my mom, perseverance because if you just say no I give up you won't never end up...., of course hard work but for me the main key is just to believe in my capacity of making it. I will wake up every day and say I can make it, I have the abilities to make it, I will make it, that's .....and that's what I deeply recommend to all the young women, young girls all over my continent. You can make it.
DR. MALKA	I consider that our life today is the sum of the parts that have gone before us; can you share some of the pivotal moments, special occasions in your life as you were growing up? Those "Aha" moments.
MISS NDIAYE	We were in the opposition and we wanted deeply to change things in Senegal, President.....was our candidate and as I told you I was working with President Makhisa when we were in a caravan with President.....out of town in a very hard campaign and President axel was driving a car, I was sitting just next to him and all of a sudden you shoot. I never heard about, never saw at that time a gun, and I was saying what happened, what did that and he just turn and we saw that guy just in front of us with a gun and he was shooting....we just lie down. We drove and got out of it without any injury. In Senegal we always say thank God, that was it, it was a moment of our life but we never stopped we continued the campaign and we made it. Ja....that's life.
DR. MALKA	It is life but it also demonstrates as you said it's the perseverance, you could have stopped and if you'd stopped then the future wouldn't have happened.
MISS NDIAYE	Yes, yes...when I went back my family was saying you don't have to continue, you have to stay. I said no, I finished my studies abroad, I came back home and I chose to get into a position while some members of my family were in the government, in the power, me I weren't in the position because I wanted to change things. I deeply believed that I had something

	<b>that I will want to put to develop my country and the way things were going it didn't sweep me so it was something I deeply believed, I still deeply believe that democracy will be the best way to develop our country.</b>
DR. MALKA	Well you're certainly dedicated to democracy and pursuing the cause and being able to communicate that across to everybody. What would you say, reflecting now on your career, has been the best lesson that you've learned in your career? I know that there're probably many but if there's one you could single out?
MISS NDIAYE	<b>Yeah, I spoke about that girls, that young women that I'm saying all over now, sometime on the plane saying you've been my teacher, yes. Raising two girls, I'm a mother of three the boy is still at university, but raising two girls that today, are young ladies, one is a great banker in one of the biggest banks in Canada in Montreal and the second one is a young doctor at the age of just 25, I think that maybe makes me feel really happy.</b>
DR. MALKA	Fantastic so two young ladies who are now professionals....
MISS NDIAYE	<b>...now professionals...</b>
DR. MALKA	....pursuing their strong careers.
MISS NDIAYE	<b>...yes pursuing their careers but also deeply involved in their culture and this is something that I'm proud of.</b>
DR. MALKA	As every mom should be. We are unfortunately running out of time, can I ask you in closing our conversation today to share a few words of inspiration which you'd like to pass on to our young ladies that are listening to us in the continent today?
MISS NDIAYE	<b>To the young ladies my first word is that I'm proud. I'm proud when I'm looking at you, you young African girls, young African ladies. I'm watching you on TV's, I'm seeing you on the street, wherever you are you are always acting with the sense of responsibility and I'm really proud to be the mother of all of you young African ladies. Keep on continuing, I know it's not always simple, I know it's not always easy but keep on continuing because you are nice ladies because you are the symbol of the continent, growing up you are the symbol of the continent developing and if all your mom's we did what we did, it's just for you, luckily you understand that so keep on going.</b>
DR. MALKA	Thank you very much Ambassador.
MISS NDIAYE	<b>Thank you.</b>
DR. MALKA	Thanks for joining us it's been such a pleasure having you on our show today.
MISS NDIAYE	<b>It was a pleasure for me Doctor and sharing this special moment with you was a very intense moment of my life, thank you.</b>
DR. MALKA	Pleasure, we appreciate your time.
	<b>PROGRAMME END</b>