

BORN IN ETOSHA

CONSERVING THE CULTURAL HERITAGE OF THE HAI//OM IN ETOSHA



By supporting this project, you are helping to provide a secure future for all the Hai//om who call Etosha home.

For more information contact borninetosha@lac.org.na



**XOMS /OMIS
PROJECT**



CONSERVING THE CULTURAL HERITAGE OF THE HAI//OM IN ETOSHA

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Etosha National Park is Namibia's premier tourist attraction. It is most famous for the abundant wildlife drawn to its dusty waterholes and the vast salt pan that lies at its heart.

The area south of the great white pan was once the dominion of the Hai||om, an indigenous San or "Bushmen" community who hunted and gathered around the pan. The German colonial Administration established the park in 1907 but tolerated and indeed welcomed the presence of the Hai||om, much of whose traditional territory outside of the park had been colonised by white settlers. The Hai||om remained in the park for almost another half century until in 1954 they were finally forced from their ancestral home. As a result they joined the legions of landless generational farm-labourers eking a living on the farms on Etosha's borders and their labour sustained an uneconomic and heavily subsidised white owned commercial agricultural sector.

Today the Hai||om are among the most disadvantaged of Namibia's peoples.

The Xoms |Omis Project (<http://xoms-omis.org/xomstrust.html>) was established for the dual purpose of improving the livelihoods among the Hai||om whilst simultaneously seeking to ensure the preservation and promotion of Etosha's unique cultural heritage. It is currently run by the Legal Assistance Centre Windhoek.

Its primary objectives are:

- To research, maintain, protect and promote the **cultural, historical and environmental heritage** of the Etosha National Park and its surrounding area.
- To provide **capacity-building programmes** based on this heritage for Hai||om individuals with a genuine interest in the cultural, historical environmental heritage of the park.
- to design, create, support and implement sustainable livelihood projects for Hai||om communities indigenous to or with strong historical associations with the Park based on the Hai||om cultural heritage of the Etosha area.

The project was able to develop a range of products based on Hai||om cultural and historical heritage and traditional knowledge (see the following pages).



Additionally the project produced a series of six maps documenting the cultural heritage of the Hai||om in Etosha. One map entitled *Hai||om traditional place names of prominent landscape features* reveals the close connection the Hai||om had to their natural environment. The map is personal, identifying places where people gathered and slept, important water points, hunting areas, and even individual trees that were a part of the people's lives. To the Hai||om the names brought meaning and order to the vast landscape of Etosha. Another map brings to life the traditional ways of hunting and the distribution of resources used by the Hai||om in Etosha. Not only does it relate patterns of animal movements during the seasons and the prevalence of bush foods in certain areas, but it also establishes the connection between these areas and those places chosen by the Hai||om as permanent living sites. Other maps and posters give more detailed information on hunting methods, including tracking, processing and consumption of meat, and weapons and tools used by the Hai||om. Traditional plant resources are also named and explained and the location of fertile gathering grounds is mapped.

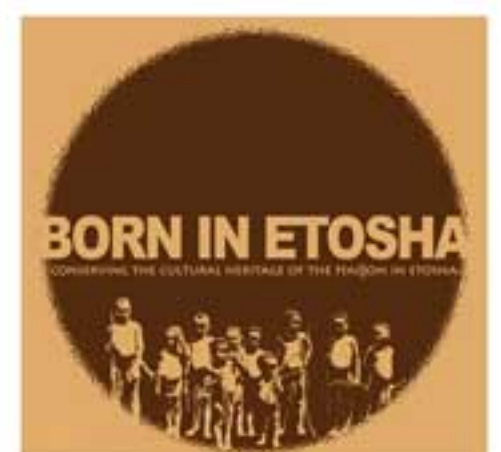
The maps are available on request.

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The items on the following pages can be ordered at the Legal Assistance Centre in Windhoek (Ms Sophie van Wyk, 4 Koernerstreet, PO Box 604, Windhoek, Telephone 061 223356, Fax 061234953).

Price List Born in Etosha Products:

Book Born in Etosha	N\$ 60,-
T-Shirts Adults	N\$ 90,-
T-Shirt Kids	N\$ 75,-
Postcard	N\$ 8,-
Fridge Magnet	N\$ 15,-

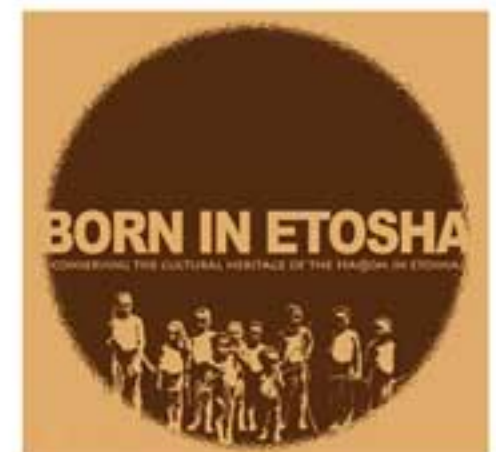


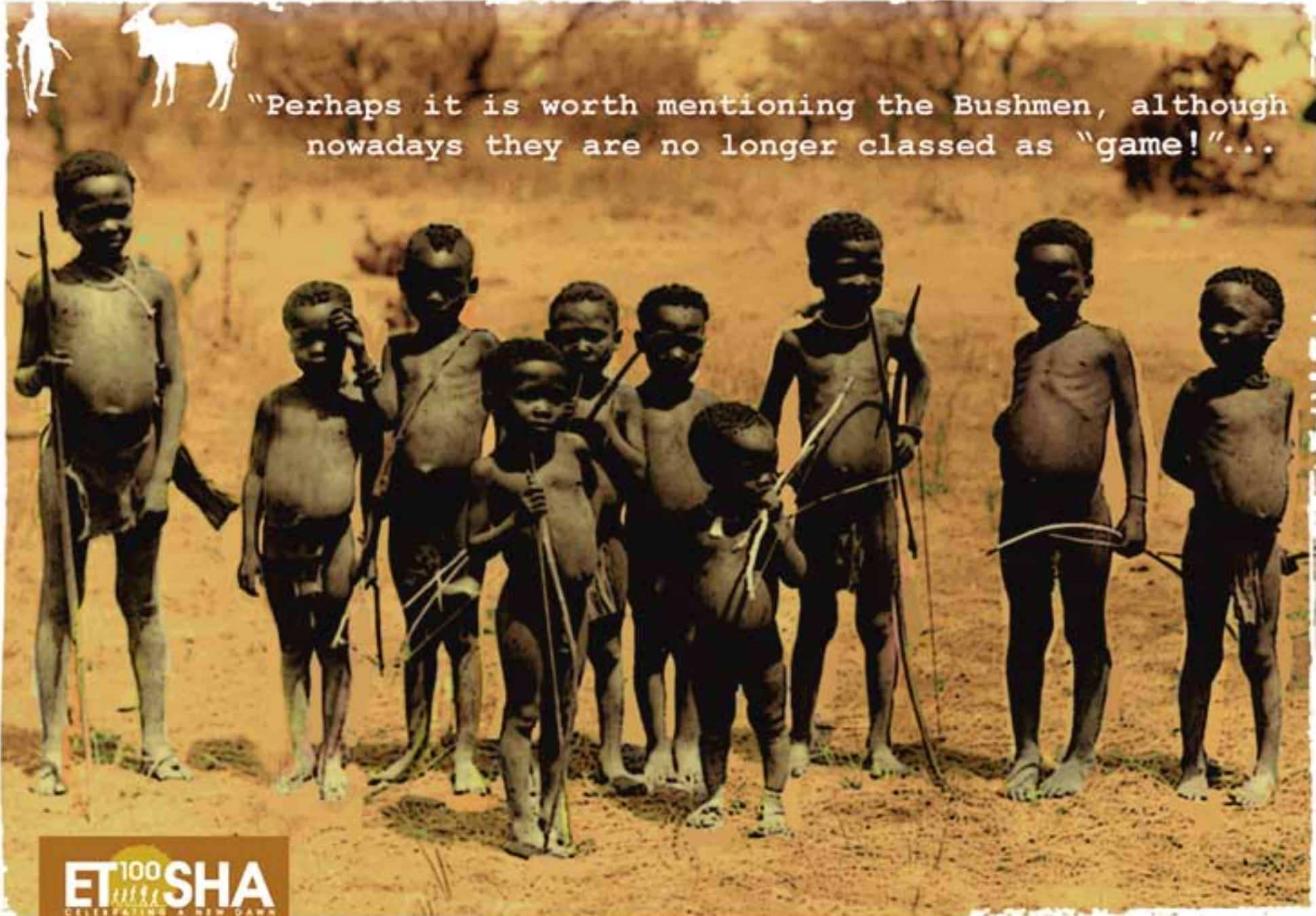
Born in Etosha

Homage to the Cultural Heritage of the Hai//om



A 60 page booklet on the history and lifestyles of the Hai//om in Etosha





"Perhaps it is worth mentioning the Bushmen, although nowadays they are no longer classed as "game!"...

ET100 SHA
CELEBRATING A NEW GAMA



James Suzman

Cover Photo Denver African Expedition 1925/26

XOMS / OMIS PROJECT
CONSERVING THE CULTURAL HERITAGE OF THE BUSHMEN IN ETOSHA

Supported by the Legal Assistance Centre, GTZ and Namdeb

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"Perhaps it is worth mentioning the Bushmen, although nowadays they are no longer classed as "game!" They certainly fit into the picture and help to give to the Etosha Pan something of the atmosphere of the old wild Africa that is fast disappearing everywhere".

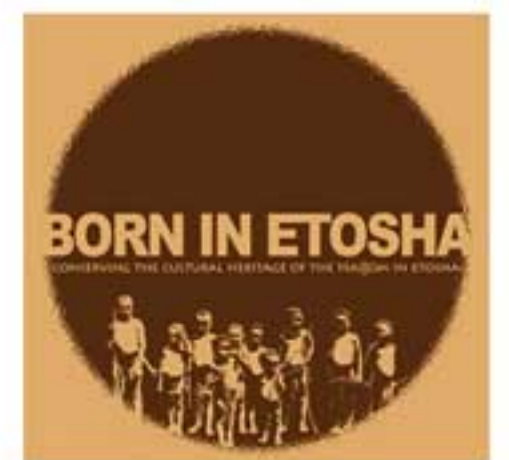
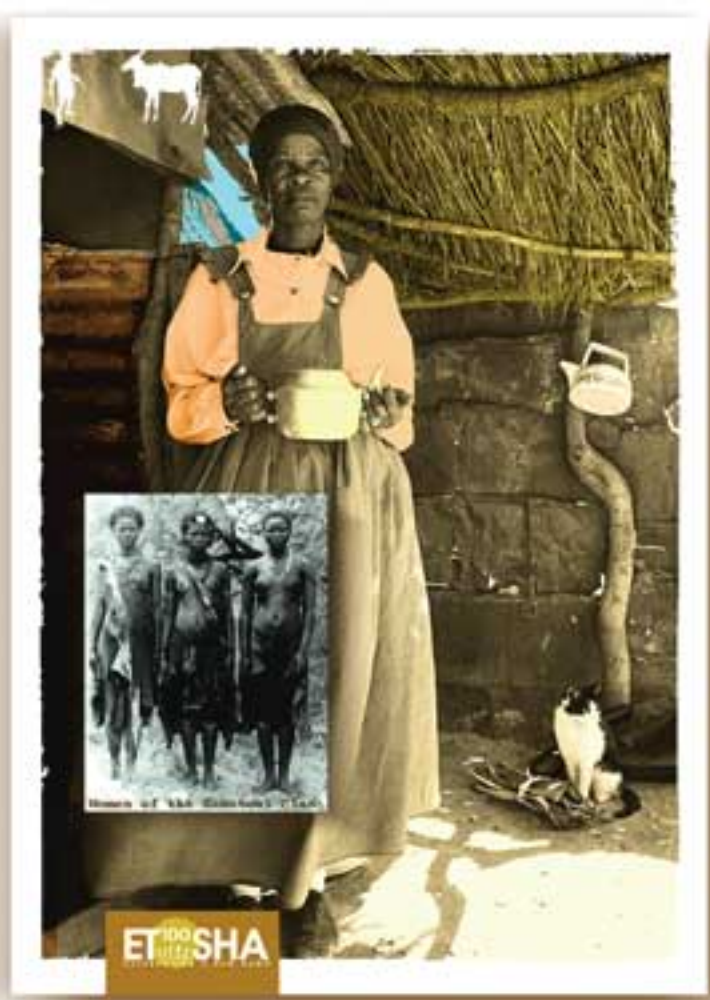
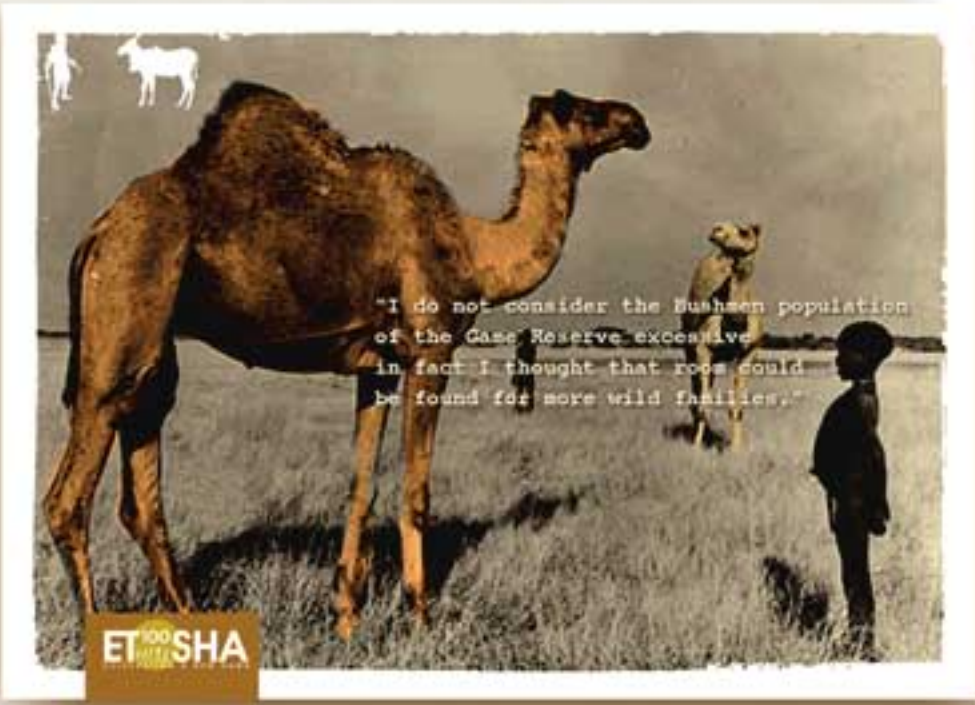
Article prepared to promote Etosha, 1949

This is a celebration of the Hamar cultural heritage. The Hamar are a San group, whose ancestors lived on the land around the Etosha pan.

BORN IN ETOSHA
CONSERVING THE CULTURAL HERITAGE OF THE BUSHMEN IN ETOSHA

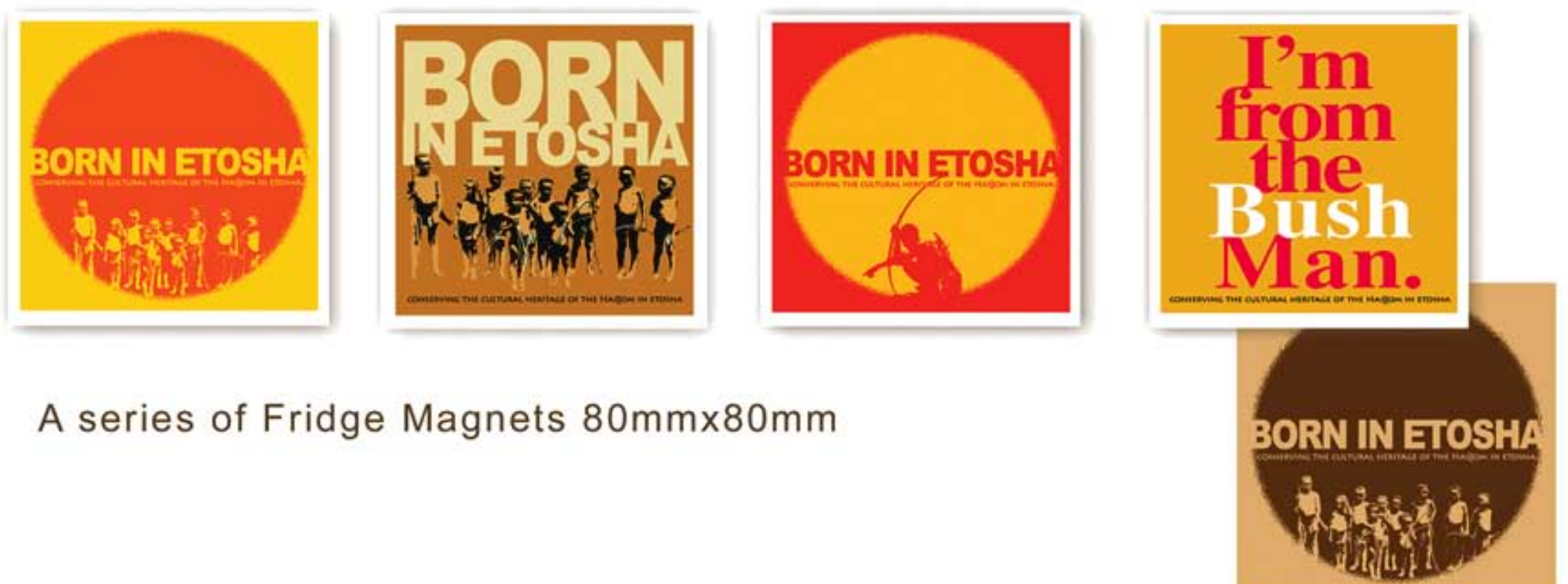


A series of 8 A5 postcards





A series of T-SHIRTS in various sizes and colours



A series of Fridge Magnets 80mmx80mm