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THE LAUNCH OF *INDIGO* MAGAZINE

REMARKS BY
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Tonight, the launch of *Indigo* heralds the birth of a new mouthpiece for a vibrant and fascinating community. It is a pleasure for me to participate in celebrating the realisation of a long time dream of Dr Saths Cooper, as he joins with Penta Publications in this remarkable venture. I am also delighted once again to join the Indian community to share a new step in the promotion and strengthening of the Indian culture in South Africa.

I have participated in the celebrations and events of the Indian community for many years. Together we have established an intimate dialogue of friendship, understanding and respect, which continues to provide great benefit and valuable cultural enrichment. Through the years we have shared our concerns and interests with an openness and trust, drawing on our successful transactions of the past. I believe that we enjoy a kinship, a common understanding of the deeper bonds of humanity which underlie cultural, traditional, religious or language differences. I have always based my respect for the Indian community upon this understanding.

However, I have close ties to the Indian community which reach beyond our mere shared humanity. We share the contingency of being South African and this binds us in a way which commands that we reach out to one another, harmonising our diversity to form a pool of shared values. South Africa is blessed with vast cultural diversity. Our challenge as South Africans is to bridge the divides of difference by embracing, rather than rejecting our diversity. We need to build a united nation, not a uniform one. We need to seek for and establish a national consensus without silencing any voice. To do so we need first to understand one another. Understanding will only grow from communication, and communication begins with talking about who we are.

For this reason I welcome the launch of *Indigo* with excitement and anticipation. Dr Cooper has expressed to me his hope that *Indigo* will prove to be a magazine of which the Indian community may be proud, which celebrates Indian culture and promotes a sense of unity and dignity. On this basis, I offer my unqualified support for this noble effort as I believe that the preservation of our culture and traditions is paramount towards creating a sense of self-identification. In fact, in celebrating our culture we are also hoarding a treasure for future generations. Through the celebration of who we are, we give to our children the gift of self-confidence, of knowing who they are and their point of departure in our ever-evolving society.

I am therefore pleased to witness Dr Cooper's effort towards creating through *Indigo* an engine of information which, among other things, aims to teach the youth about the practices and culture of the Indian community. In spite of their importance, traditions can be easily lost, and at times may be lost forever if one single generation becomes disinterested in them. On the other hand, traditions cannot be forcibly inculcated on new generations. Traditions must pass the test of viability in a rapidly evolving world and must be embraced by new generations as responsive to their own needs. Through our children we express our vision for the future and I believe that the future of South Africa can only benefit from the development of the Indian community. *Indigo* is set to fill a market sector which thirsts for entertainment and information to which it can relate. Yet the scope of potential readers encompasses all who wish to share the Indian experience and as such it reaches beyond the cultural barrier.

I am also pleased that *Indigo* is envisioned as a platform to express and highlight the achievements and contributions of the Indian community which are often not sufficiently well known. I believe that this is something in which the Indian community of South Africa may take tremendous pride. Particularly in our province of KwaZulu Natal, the contribution of the Indian community to building our economy has been significant and enormously beneficial. The achievements over the years are a fine tribute to the initiative and business acumen inherent in this community. I have always regarded the Indian community of South Africa as a valuable asset, both to our growth as a country, and to our development as a multi-cultural society. South Africa would not be as prosperous as it is without the efforts, anguish and sacrifices of all the Indians who have helped to build up our country.

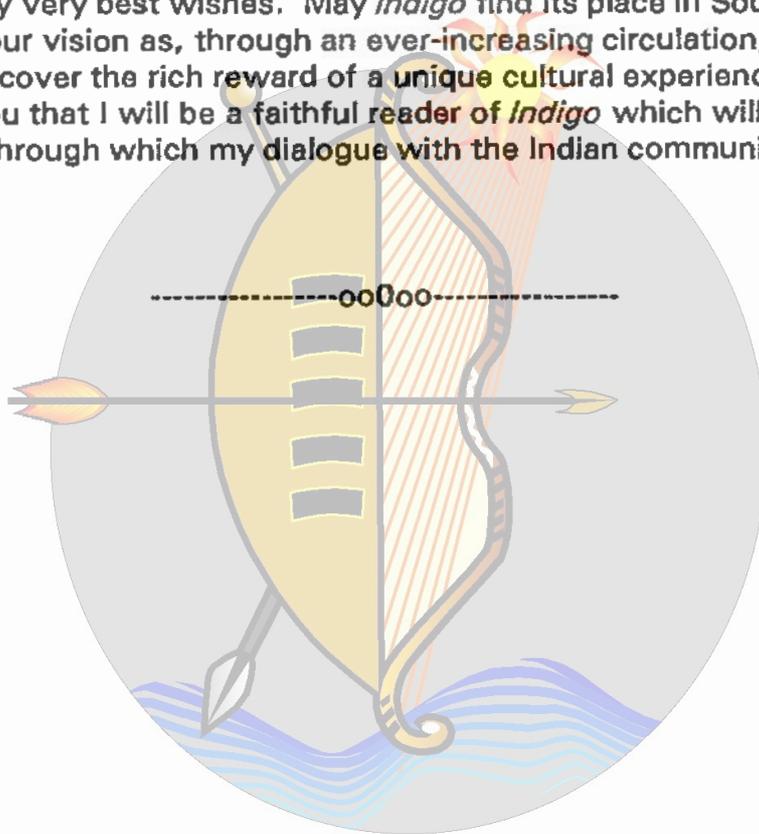
It is because we are mindful of the efforts and sacrifices of our forefathers whose work built up South Africa that we can now pledge together to build up a new country. We have finally achieved a system of government which has liberated all South Africans from the oppression of racism and are finally free to forge together our destinies. I can ensure you that I have not fought for almost half a century and endured untold vilification in order to achieve these goals, only now to see the many investments of blood and sweat made by our forefathers being dissipated in a frenzy of irresponsibility. South Africa is not the land of milk and honey and one just needs to see the results of the census released last week to face the magnitude of the poverty and degradation still enslaving the great majority of South Africans. However, I believe that one day our children's children may look upon their country with pride as a land which has fulfilled its promise to offer to all its citizens a dignified life free from fear or need.

However, we can achieve this long-term result only if we are willing to continue to make investments in our future and to work hard. As our forefathers built the country through their work for the benefit of a small elite, we must now build a new country for the benefit of all, and to this end we must accept the rigour of social discipline, law and order, and a stringent work ethic. We need a revolution of goodwill which makes each of us responsible for a personal contribution where it counts: in our families, work-places and communities. For me, rebuilding South Africa means to strengthen our families, educate our children properly and being willing to put into our work and communities more than we expect to take out of them. We need a widespread national commitment to some simple but fundamental values of goodwill which have always shaped and given moral strength to the Indian community. For this reason I believe that the values and

moral strength of the Indian community are a treasure which can benefit all of us, and which I hope will become more accessible to all of us through this new publication.

On this occasion, I wish to extend my best wishes to Pearl Mashabela, CEO of Penta Publications, one of South Africa's most esteemed publishing houses. I believe that the decision of Penta Publications to take *Indigo* on board reveals the depth of their confidence in the future of this magazine. I know that Penta Publications has a reputation for making inspired and intelligent decisions, having gathered through their magazines more awards for editorial and design excellence than any other magazine publisher in South Africa. Therefore, I congratulate both Penta Publications and Dr Saths Cooper on their joint venture and wish you every success for the future.

As we launch *Indigo* tonight I take this opportunity to extend to Dr Saths Cooper and his staff my very best wishes. May *Indigo* find its place in South Africa to the fulfilment of your vision as, through an ever-increasing circulation, readers across the country discover the rich reward of a unique cultural experience. On my side, I can ensure you that I will be a faithful reader of *Indigo* which will become one of the many ties through which my dialogue with the Indian community will continue to grow.



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