

# Virtual tourism in Uganda

By [Edgar R. Batte](#)

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A new campaign codenamed Koikoiug has kicked off. It comprises a team of 'Instagrammers' who go out to capture sceneries of different towns.

They started with Kampala and with its pulsating urban culture. One of the brains behind the Koikoiug idea, David Oguttu, of Kafunda Kreatrive, explained that this was just the first piece of a bigger picture, a campaign aimed at collecting one million photos in a period of 10 weeks in a bid to create a crowdsourced promotion about Uganda, by Ugandans for Ugandans.

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I believe in charity and I believe in @40DaysOver40Smiles they are good people with a genuine cause. My #throwback today we go way back in time to that #Hoops4Grace when I was tearing it up. #iDJ for the Kingdom. I am a #Serato ambassador. #iammusic\_musicisme I love what I do.

#beatsheadphones #pioneermk1000 #rane62 and the ever faithful #HpProbook #throwbackthursday  
#TeamGoodMusic #Lote yup I did it for the #gram #tbt #koikoiug this is the #LifeOfaDJ

*A photo posted by DJStef (@djstefug) on Oct 8, 2015 at 3:08am PDT*

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"This campaign is aimed at changing the stereotypes about the country, and putting these pictures online via Instagram and by extension Facebook, is a good way to challenge these perceptions," he added.

## About Kafunda Kreative

Kafunda Kreative is a fellowship of creative professionals learning from one another, growing their skills and collaborating, working with existing and emerging brands to help build effective and relevant brands, products and services in Uganda and then the world.

The group comprises professional and amateur photographers as well as photo enthusiasts. The group has managed to get 550 photos.

"With seven weeks to go and more Ugandans coming on board and tagging the photos of their country with hashtag #koikoiug, we can hit the one million target, in a bid to flood the Internet with photos of this, the Pearl of Africa," Oguttu says.

Asked why the project was called Koikoi, Oguttu says, "Koikoi, is a phrase that signals the beginning of a riddle, the point was to make us a little wiser or teach us a lesson. Koikoiug in turn is a social media campaign to create awareness about Uganda, but also to teach Ugandans to appreciate the beauty in their country."

The koikoi campaign is for all Ugandans with a smartphone camera, or camera and a social media account to tell the world about their country. The team intend to roll out the campaign to other parts of the country.

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