# NRM MANIFESTO REVIEW 2021-2026

# Ministry of Water and Environment Enhances Uganda's Development through Water Access, Environmental Conservation, and Job Creation



The Ministry of Water and Environment is playing a pivotal role in Uganda's national development by addressing critical challenges related to water availability, environmental sustainability, and economic growth. With a focus on creating jobs, providing essential services, and safeguarding natural resources, the Ministry is working to improve the livelihoods of millions of Ugandans.

The Ministry's contributions span across three key thematic areas as outlined in the 2021-2026 NRM Manifesto: creating jobs and wealth, delivering essential services, and protecting life and property through environmental conservation. These initiatives are making significant strides in rural development, public health, and environmental sustainability, all while fostering economic development.

### Creating Jobs and Wealth for All Ugandans

The Ministry's Water for Production department is central to its efforts in rural development and transformation. By enhancing water access for agricultural production and irrigation, the Ministry has made notable progress in boosting agricultural productivity, particularly in rural and semi-arid regions.

The completion of the Kyenshama Dam in Mbarara District is a prime example of how water infrastructure supports economic growth. The dam has significantly boosted irrigation and livestock farming, resulting in increased agricultural productivity. Other key projects, such as the ongoing construction of the Geregere Dam in Agago District and the planned Lemsui Dam in Nakapiripirit and Amudat, promise to deliver similar benefits to local economies once completed.

In addition to large-scale infrastructure, the Ministry is focused on community-based water interventions. Over 140 million liters of water storage capacity have been created through communal valley tanks, providing vital water resources for livestock farming in semi-arid regions and creating direct employment opportunities. The Ministry has also constructed individual valley tanks, expanding water storage capacity and creating jobs along the value chain.

Large-scale irrigation projects, such as the Matanda Dam and Irrigation Network in Kanungu District, are further strengthening agricultural productivity. Once completed, the Matanda scheme will support over 9,400 jobs and increase food security in the region.

### Delivering Essential Services: Water, Health, and Education

Access to clean, safe water is a fundamental human right and a cornerstone of public health. The Ministry has extended water supply systems to urban and industrial areas, contributing to the well-being of both businesses and communities.

## The Ministry is making significant strides in improving water and sanitation services across the country.

Notable projects include the extension of water systems to industrial parks such as the Kashari Agricultural Park in Mbarara and the Bweyogerere Industrial Park. These initiatives ensure that industrial activities are supported by reliable water resources while also benefiting local communities. The Kampala Lake Victoria Water and Sanitation Project, which has upgraded the region's water treatment capacity, is another example of how the Ministry is creating an enabling environment for industrial growth while improving public health.

The National Water and Sewerage Corporation (NWSC) plays a key role in these efforts, working alongside local governments and the Uganda Investment Authority to extend water infrastructure to critical industrial zones.

### Protecting Life and Property through Environmental Conservation

The Ministry's commitment to environmental conservation is vital in protecting Uganda's natural resources. Efforts to restore degraded wetlands, riverbanks, and ecosystems have been a priority. Over 299 kilometers of riverbanks have been rehabilitated, and more than 637 kilometers of wetland systems have been restored, helping mitigate flooding and erosion.

Additionally, the Ministry has implemented water source protection plans to ensure sustainable water resources for future generations. A flood forecasting center and telemetry stations installed across the country provide real-time data to better manage water resources and mitigate flood risks, which are increasingly a concern due to climate change.

Soil and water conservation projects, such as check dams and infiltration trenches in vulnerable catchments, help prevent erosion, protect water bodies, and maintain land fertility. The Ministry has also distributed over 2 million tree seedlings to enhance basin vegetation cover and ecosystem health.

#### **Addressing Water and Sanitation Needs**

The Ministry is making significant strides in improving water and sanitation services across the country. Projects like the Lirima Phase II (Manafwa) and Bukedea Phase I water supply systems have been completed and handed over to the National Water and Sewerage Corporation (NWSC) for management. Other projects are underway, including the construction of the Bitsya water supply system and the rehabilitation of water systems in districts like Nyabuhikye and Kikyenkye in Ibanda.

These initiatives are critical in providing clean water to over 159,260 people, further improving public health and quality of life for Ugandans. The Ministry has also focused on rainwater harvesting systems, with over 1,390 communal and institutional systems constructed, benefiting more than 8,300 people.

The Ministry of Water and Environment continues to make vital contributions to Uganda's development, particularly in the areas of water access, job creation, and environmental conservation. Through its diverse projects and initiatives, the Ministry is improving the livelihoods of Ugandans, ensuring sustainable development, and enhancing the nation's resilience to climate change.



# NRM Government's Commitment to Upholding the Rule of Law, Good Governance, and Access to Justice for All



The Ministry of Justice and Constitutional Affairs has reaffirmed the National Resistance Movement's (NRM) commitment to upholding the rule of law, good governance, and ensuring equitable access to justice. Guided by the NRM Manifesto for 2021-2026, the government remains focused on strengthening legal frameworks, improving public sector management, and combating corruption, all while ensuring that all citizens, including those in the most marginalized communities, have access to justice.

### Key Initiatives under the NRM Manifesto

The NRM government's vision is to create a society rooted in fairness, equity, and transparency. Under this vision, several key initiatives have been outlined to enhance justice delivery across the nation:

- Compensation of War-Affected Households: To address the long-lasting impacts of past conflicts, the government has prioritized the compensation of households in the Teso, Lango, Acholi, and West Nile sub-regions for lost cattle. This compensation initiative was launched on March 26, 2022, with a total of UGX 121.225 billion disbursed to 24,777 claimants, demonstrating the government's dedication to rectifying historical injustices.
- National Transitional Justice Policy (NTJP): The implementation of the NTJP seeks to reconcile

and rehabilitate communities affected by past conflicts, providing a framework for the nation's peacebuilding and reconciliation efforts.

- Computerized Prosecution Case Management System (PROCAMIS): To enhance the efficiency and transparency of the justice system, PROCAMIS has been extended to 20 additional stations, ensuring timely case management and promoting the swift prosecution and adjudication of cases.
- Strengthening the Fight Against Corruption:
  Through bolstered investigative and prosecutorial mechanisms, the government is intensifying its efforts to combat corruption, ensuring that corrupt practices are thoroughly investigated and prosecuted.

### **Key Achievements and Legal Advancements**

The government has made significant strides in various sectors, showcasing tangible results in its mission to deliver justice to all citizens:

Livestock Compensation: The compensation program has already reached 24,777 claimants across the Acholi, Lango, and Teso sub-regions, with the disbursement of UGX 121.225 billion.



- Legal Representation and Contract Review: The Ministry of Justice represented the government in over 16,000 cases, securing notable victories that saved the nation UGX 3.6 trillion. Additionally, over 7,500 contracts and 1,500 memorandums of understanding have been reviewed, facilitating crucial national projects.
- Justice, Law, and Order Sector (JLOS) House: The construction of the JLOS House, which will house several key legal institutions, is a critical infrastructure project aimed at improving interagency coordination and cutting government rent costs by UGX 30 billion annually.

### **Challenges and Future Directions**

Despite these impressive achievements, challenges remain, including budgetary constraints, delays in the verification of claimant data, and the need for expanded regional offices to ensure equitable access to justice nationwide. The Ministry is actively addressing these issues through increased funding, enhanced coordination, and the continued rollout of reforms to improve the accessibility and efficiency of legal services.

Looking ahead, the Ministry remains committed to improving the legal framework in Uganda through continued law reforms, translations of key legal texts into multiple languages, and the simplification of legal processes. The Uganda Law Reform Commission has made substantial progress in updating outdated laws and providing accessible legal resources for all citizens.

#### **Commitment to Human Rights and Access to Justice**

Uganda's commitment to human rights is underscored by its continued 'A' status ranking by the Global Alliance for National Human Rights Institutions. The Uganda Human Rights Commission has successfully mediated numerous complaints and provided redress to victims of human rights violations.

The NRM government's ongoing efforts are rooted in a vision of a just, fair, and equitable Uganda. Through comprehensive legal reforms, infrastructure development, and strategic initiatives, the government is fostering a society where the rule of law is respected, justice is accessible to all, and good governance thrives. Uganda continues to make significant strides towards building a nation where every citizen's rights are protected and upheld.

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### Uganda Ministry of Health Accelerates Progress Toward Universal Health Coverage Goals

The Ministry of Health (MoH) has reaffirmed its commitment to achieving Universal Health Coverage (UHC) by 2030 through comprehensive reforms aimed at improving healthcare access, quality, and equity. While presenting the Ministry's manifesto achievements, the Minister of Health, Dr. Ruth Aceng stated that in recent years, the government has made significant advancements in infrastructure development, healthcare systems strengthening, human resource expansion, and preventive care.

"Our vision is to ensure every Ugandan has access to quality healthcare services without financial hardship," stated Hon. Dr. Jane Ruth Aceng, Minister of Health. "While we have made commendable progress, we acknowledge the need for greater investment and partnerships to address remaining gaps."

### The minister highlighted the following key achievements:

**Infrastructure Development:** The Ministry has prioritized the construction and renovation of health facilities to ensure accessibility across the country by upgrading 47 Health Centre IVs (HC IVs) with new operating theatres and wards. The Ministry constructed 976 staff housing units to improve healthcare worker welfare, and advanced specialized care with projects such as the Uganda Heart Institute relocation and the establishment of regional cancer centers in Gulu, Mbarara, and Mbale.

**Healthcare System Strengthening:** A state-of-the-art National Medical Stores (NMS) warehouse was completed in Kajjansi to enhance the distribution of medical supplies. The Ministry also operationalized blood banks in Arua, Hoima, and Soroti, increasing access to life-saving transfusions.

**Expanding Primary and Specialized Care:** The Ministry upgraded 412 Health Centre IIs to Health Centre IIIs under the Uganda Intergovernmental Fiscal Transfers (UgIFT) program, enhancing service delivery in underserved areas. It reduced maternal mortality to 189/100,000 live births through improved access to neonatal and maternal care services, including the establishment of NICUs, and launched a coordinated

ambulance system with stations in Naguru, Masaka, and other regions.

**Preventive Care Initiatives:** The Ministry of Health boosted routine immunization coverage, with DPT3 reaching 91% in FY 2021/22 and HPV vaccinations for cervical cancer prevention reaching 74% for second doses. It also expanded screening services for non-communicable diseases (NCDs), such as breast and cervical cancers.

However, in spite of these achievements, some challenges remain. These include: funding gaps which have delayed the completion of critical projects, including the renovation of 37 HC IVs and the construction of new facilities in underserved areas. Staffing shortages persist, with only 31% of specialist positions filled due to wage constraints. There is also inadequate health worker housing and outdated equipment continue to impact service delivery.

Looking ahead, the Ministry of Health is calling for increased investment and strategic partnerships to sustain momentum toward achieving UHC. Key focus areas include:

- Accelerating resource mobilization to complete stalled infrastructure projects.
- Expanding training programs for specialized healthcare workers.
- Strengthening public-private partnerships to improve healthcare access and equity.

"We are determined to overcome these challenges with the collective effort of government, development partners, and communities," Dr. Aceng emphasized. "Together, we can create a healthier Uganda for all."





### Agriculture: A Pillar of Uganda's Economy

agriculture is among the four key sectors highlighted in the Uganda Vision 2040 for its critical role in wealth and employment creation. The sector remains the backbone of Uganda's economic growth, employing approximately 70% of the population directly or indirectly. In FY2023/24, agriculture contributed 24.6% to the national GDP, which grew from UGX 35.360 trillion in FY2020/21 to UGX 49.722 trillion.

Export performance has also been remarkable, with the value of agricultural exports increasing by 42% from USD 1.678 billion in FY2020/21 to USD 2.535 billion in FY2023/24. This growth is attributed to improved volumes and quality of key commodities such as coffee, dairy, fish, and maize. These successes align with the objectives of the 2021-2026 NRM Manifesto, which prioritizes agriculture as a driver for household incomes and export earnings.

"Our vision is to create a robust agricultural sector that ensures Uganda's food security while fostering wealth creation for our citizens," said Hon. Frank Tumwebaze, Minister of Agriculture, while presenting the ministry's manifesto achievements. "Through this program, we aim to address key challenges faced by farmers and unlock the full potential of Uganda's agricultural sector."

### He said the ministry enhanced Agricultural Productivity through:

- Distribution of over 10 million improved seed varieties and high-yield crop seedlings to farmers.
- Launch of a nationwide soil testing and fertility enhancement campaign to promote sustainable farming.
- Support for mechanization, with the provision of 2,000 tractors and other modern farming equipment to cooperatives.

### The ministry is also promoting Climate-Resilient Farming through:

- Implementation of irrigation schemes in drought-prone areas, benefiting over 150,000 smallholder farmers.
- Training of 50,000 farmers in climate-smart agriculture to mitigate climate change effects.
- Establishment of 200 community-based agroforestry projects to restore degraded land and enhance carbon sequestration.

#### The ministry expanded Market Access by:

• Establishing of 15 new agricultural produce aggregation centers to reduce post-harvest losses.

- Securing export contracts for coffee, maize, and fresh produce with markets in the European Union, the Middle East, and East Africa.
- Introducing the "e-Market Uganda" platform, enabling farmers to connect directly with buyers locally and internationally.

### In the area of Value Addition and Agro-Industrialization, the ministry achieved the following:

- Operationalization of 10 agro-processing facilities for maize, cassava, and fruits in key agricultural zones.
- Training of 20,000 youth and women in value addition techniques, empowering them to start agro-businesses.
- Collaboration with private sector partners to develop quality standards that enhance the competitiveness of Ugandan agricultural products.

#### **Tackling Challenges**

Despite the promising scope of the Agri-Future Uganda Program, several challenges persist, including:

- Limited access to affordable financing for smallholder farmers.
- Inadequate rural infrastructure, such as roads and storage facilities, hindering market access.
- Vulnerability to climate change, including unpredictable weather patterns and natural disasters.

### The future

The Ministry is calling on stakeholders, including development partners, private sector actors, and local governments, to collaborate in ensuring the program's success. Key areas of focus include:

- Expanding access to agricultural credit through partnerships with financial institutions.
- Accelerating the development of rural infrastructure to improve connectivity and reduce costs for farmers.
- Scaling up research and innovation to introduce more resilient and high-yield crop varieties.

"By investing in agriculture, we are investing in Uganda's future," emphasized Hon. Tumwebaze. "Uganda's agricultural sector, promises prosperity and resilience for generations to come."

### ICT Infrastructure Development: Transforming Uganda's Digital Landscape



on. Chris Baryomunsi, the Minister for ICT & National Guidance, presented a report on implementation of the Manifesto Commitments and Strategic Guidelines and Directives (2021-2026) in which he said the National Resistance Movement (NRM) continues to prioritize Information and Communication Technology (ICT) as a central element of Uganda's development agenda, recognizing its potential to drive economic growth, improve service delivery, and enhance national productivity.

"The NRM's vision leverages ICT for e-education, e-security, e-governance, e-health, and e-extension services to enhance the quality and accessibility of government services for citizens," Minister Baryomunsi said. He listed the key achievements in the ICT sector as follows:

- **Mobile Connectivity:** Nearly universal mobile coverage, reaching 89% of the country, has improved communication and business activities.
- Broadband Expansion: 85% of the country now has broadband access, critical for e-learning, e-commerce, and digital services.
- Rural Connectivity: Projects like the National Backbone Infrastructure (NBI) are bridging the urban-rural digital divide.
- **ICT Innovation:** The establishment of ICT innovation hubs is fostering local talent and tech-driven solutions.
- **Digital Inclusion:** Efforts to provide affordable smartphones, subsidized internet, and ICT literacy programs target marginalized groups.

**Impact on Development:** ICT has accelerated growth in various sectors, including agriculture, education, healthcare, governance, and economic inclusion. Digital platforms for e-commerce, mobile banking, and e-education are transforming sectors, improving efficiency, and creating employment.

Infrastructure Highlights:

- **Optical Fiber:** 4,387 km of fiber cable laid, enhancing internet access in 57 districts.
- Affordable Internet: Internet bandwidth costs reduced significantly, driving broader access.
- **Data Centers:** National Data Center established, hosting over 300 government applications.
- **Public Access Centers:** 37 national libraries now offer internet access for e-government services.

**Digital Services and Skills Development:** Various platforms like UGHub and UGPass have streamlined government operations. Additionally, ICT skills training programs have empowered citizens, especially youth and women, with essential digital skills

**Future Plans and Challenges:** The government is focusing on finalizing broadband connectivity, transforming public services, and enhancing digital innovation. However, challenges such as slow automation and system integration persist, and the NRM is working to address these through process re-engineering and infrastructure alignment.

He stated that ICT's transformative impact on Uganda's development can be seen across multiple sectors:

- **Economic Growth:** ICT has catalyzed the growth of e-commerce, mobile banking, and digital payment systems, driving financial inclusion and creating new business opportunities. For instance, mobile money services have revolutionized financial transactions, with millions of Ugandans now accessing financial services through their phones.
- Agriculture: Through e-extension services, farmers have access to timely information on best practices, weather patterns, and market trends, improving agricultural productivity and incomes.
- **Education:** The integration of ICT in education has expanded learning opportunities for students, particularly during the COVID-19 pandemic, when online learning became a lifeline for continuity in education.
- Healthcare: Telemedicine and digital health initiatives have brought healthcare closer to people in remote areas, reducing the burden on urban health facilities and improving health outcomes.

- Governance and Accountability: E-governance platforms have enhanced transparency and efficiency in government service delivery. Citizens can now access services such as tax payments, business registration, and land management online, reducing corruption and bureaucratic delays.
- **Employment Creation:** The ICT sector has created thousands of jobs, ranging from telecom engineers and software developers to digital marketers and call center agents.

Information and Communication Technology (ICT) continues to play a pivotal role in shaping Uganda's socio-economic transformation. Through comprehensive initiatives and partnerships, Uganda has significantly expanded its digital infrastructure, making strides in internet penetration, ICT education, and digital service delivery. These efforts are critical for fostering innovation, improving public service delivery, and positioning the country as a competitive player in the global digital economy.

# Local governments benefit from PDM, markets and road infrastructure



The Minister of Local Government (MoLG) said that the ministry is playing a pivotal role in Uganda's journey toward socioeconomic transformation. Hon. Raphael Magyezi said this during the presentation of his ministry's achievements to the manifesto at the Office of the President in Kampala.

"The Ministry of Local Government is proud to announce the successful implementation of the Parish Development Model (PDM), a groundbreaking initiative aimed at eradicating poverty and accelerating socio-economic development in Uganda's rural communities," Hon. Magyezi said. As one of the government's most ambitious programs, the PDM is designed to empower households to transition from subsistence to commercial farming, fostering sustainable livelihoods and economic independence.

The Minister highlighted the key achievements under the Parish Development Model including the establishment and Capitalization of Parish SACCOS where 10,585 Parish Development Model Savings and Credit Cooperative Organizations (PDM SACCOS) have been established, serving as vital financial hubs for rural communities. "Each SACCO provides access to affordable credit, enabling local residents to invest in income-generating ventures, particularly in agriculture."

The ministry received Financial Support:

- In FY 2022/23, the government disbursed UGX 100 million to every parish, totaling over UGX 1 trillion.
- By the end of FY 2023/24, another UGX 100 million per parish was released, bringing cumulative investment in the PDM to record levels.
- These funds are sourced entirely from Uganda's own revenue, emphasizing the government's commitment to self-reliance and local empowerment.

The impact of PDM at Household-Level is high because over 1,165,000 households have directly benefited, each receiving UGX 1 million as directed by the Cabinet. This support has injected over UGX 1.166 trillion into rural economies, transforming lives and catalyzing economic growth.

### 4. Sustainability and Future Investment

• The government has committed to investing UGX 100 million per parish annually in FY 2024/25 and beyond, ensuring the long-term viability of PDM SACCOS.

#### **Special Interest Groups and Enterprise Focus**

The PDM has prioritized inclusivity by supporting special interest groups, including youth (<35 years), women, and persons with disabilities (PWDs):

- Youth: 33%
- Women: 53%
- PWDs: 3%

Prominent enterprises under PDM include poultry (238,608 households), piggery (239,640 households), coffee (162,960 households), and dairy farming (84,668 households), ensuring diversified economic activities.

### A Recognized Model for SDG Implementation

Internationally, the PDM has been recognized as a strong, home-grown mechanism for implementing the Sustainable Development Goals (SDGs). By leveraging a whole-of-government approach, the PDM has become a cornerstone for coordinated national development.

### **Addressing Challenges**

While the Parish Development Model has achieved significant milestones, challenges such as capacity gaps, equitable access, and the need for enhanced monitoring persist. The Ministry is actively addressing these issues through targeted training, regular audits, and robust oversight mechanisms to ensure transparency and maximize impact.

Apart from PDM, the Ministry contributed to community Infrastructure Development.

As part of the broader initiative, the Ministry has also rehabilitated 1,495.10 km of community access roads, benefiting multiple districts. Additionally, new markets have been constructed in Masaka, Kabale, and Kitgum, directly employing between 70,000-90,000 Ugandans and inducing over 28,000 new businesses.

The Ministry supplied and installed 3 High-Level Value Addition Facilities in Arua City (Installed Capacity of 500 Metric Tons), Soroti City (Installed Capacity of 1,000 Metric. The ministry spearheaded the construction of several markets across varies cities, municipalities and towns in the country to facilitate trade and the sell of farm produce as well as other merchanise.

#### **Technological Advancements**

The development and deployment of digital systems like the PDM Information System (PDMIS) and mobile apps such as the WENDI App by Post Bank have enhanced financial service delivery, reduced costs, and improved monitoring and evaluation.



### Tourism: A Key to Uganda's Socio-Economic Transformation

The tourism sector is proving to be a cornerstone of Uganda's socio-economic transformation, playing a pivotal role in realizing the National Resistance Movement (NRM) government's Vision 2040. This national blueprint aims to transform Uganda into a middle-income country, and tourism is central to achieving this goal.

While presenting the progress on the implementation of the tourism sector in NRM manifesto (2021-2026) commitments, Hon. Tom R. Butime, the Minister of Tourism, Wildlife and Antiquities, said beyond its significant economic contributions, "tourism serves as a unifying force, bringing together people from various backgrounds, promoting cultural exchange, and boosting national pride. The NRM government's consistent focus on developing the sector is evident in its achievements over the years, with tourism becoming a strategic and wise investment for the country's future."

### **Economic Achievements**

Tourism's economic impact has been profound, as it continues to provide essential income and employment opportunities for Ugandans. According to the Uganda Bureau of Statistics, over 667,000 Ugandans were employed in the tourism sector by 2023, in roles ranging from hospitality to tour operations and cultural site management.

"This is a direct result of the NRM government's policies that have supported the growth of the tourism industry, creating numerous jobs in hospitality, transportation, and related industries. Additionally, sectors like agriculture, arts, and crafts that support tourism have flourished, helping to diversify the economy," Hon. Butime said.

Tourism has also become Uganda's leading foreign exchange earner, contributing over \$1.6 billion annually before the COVID-19 pandemic. The government's proactive recovery measures saw this figure rebound to \$1.4 billion in 2023, reflecting the resilience of the tourism sector despite global challenges. Revenue generated from tourism taxes—such as park entrance fees, hotel occupancy taxes, and activity permits—supports national development initiatives, including infrastructure, healthcare, and education, aligning with the NRM's priorities to invest in public services for all Ugandans.

The NRM government has been instrumental in improving Uganda's infrastructure, particularly in the tourism sector. Investments in road networks, airports, and marine routes have facilitated better access to national parks and tourist destinations. For example, the upgrade of key tourism roads such as Packwach-Para and Hoima-Biiso has improved connectivity, which has benefitted both tourists and local communities.

### **Social Achievements**

Tourism has also delivered significant social benefits, furthering inclusivity and national cohesion. Under the NRM government, tourism has become a major sector for gender equality, with women comprising 54% of the workforce in Uganda's tourism sector. This demonstrates the sector's commitment to creating opportunities for all Ugandans, especially women, in hospitality, arts, and crafts.

Additionally, tourism has helped curb rural-urban migration, a challenge the NRM government has addressed through the promotion of community-based tourism initiatives. These programs enable local populations to generate income from

tourism while preserving their cultural heritage. Programs such as the "Tulambule" campaign, which encourages Ugandans to explore their own country, promote national pride and unity—core values of the NRM government.

Environmental sustainability remains a priority for the NRM government, and tourism plays a key role in promoting conservation efforts. The NRM has continued to prioritize the protection of Uganda's national parks, forests, and cultural heritage sites, ensuring that tourism not only provides economic returns but also contributes to environmental sustainability and biodiversity conservation.

### **Government's Ongoing Commitment to Tourism**

The NRM government has continuously prioritized tourism as a key driver of economic growth. It has set clear objectives for developing the sector, including promoting both domestic and inbound tourism, enhancing tourism infrastructure, and conserving Uganda's tourism products. These objectives align with the government's broader goals of economic diversification and sustainable development.

Branding and marketing efforts under the NRM government, such as the "Explore Uganda, The Pearl of Africa" campaign, have been highly successful. The campaign has earned Uganda international recognition, including three awards at the International Tourism Film Festival Africa Awards. Additionally,

CNN recognized Uganda as one of the best 23 destinations to visit in 2023, further cementing the country's status as a global tourism destination.

The government has also made significant strides in infrastructure development. The expansion of Entebbe International Airport and the near-completion of Kabalega International Airport will greatly enhance connectivity and encourage more tourists to visit. Uganda Airlines' expansion to 15 destinations further strengthens the country's position as a competitive tourist hub.

### Challenges and Opportunities

While the tourism sector has seen remarkable growth, it faces ongoing challenges, including limited marketing, natural calamities, and negative perceptions. However, the NRM government is addressing these challenges through the development of a national tourism marketing strategy and by forging partnerships with international stakeholders.

With over 10% of Uganda's land designated as protected areas, the country is rich in biodiversity, including iconic tourist attraction species such as mountain gorillas, the Big Five, and diverse bird species. There are also emerging opportunities in cultural tourism, adventure tourism, and MICE (Meetings, Incentives, Conferences, and Events) tourism, which the NRM government is keen to explore and develop further.

