ASAAJU AGENCY YORUBA LAND

ÌLÀNÀ AṢÁÁJÚ

Ìwà lẹ̀wà ọmọ ènìyàn.

Character is the beauty of the human being.

Preamble

Rooted in the soil of Ọ̀yọ́, Aṣáájú Agency places itself in the service of the Yorùbá people, beyond borders, nationalities and generations.

We stand for the preservation, advancement and living expression of a civilization whose knowledge, values and traditions have shaped the identity of its people. Our purpose is to give enduring voice to the wisdom of our forebears through the languages, works and undertakings of our own time.

The knowledge entrusted to us does not belong to us alone. It carries the memory of those who came before and the responsibility of those who will come after. Every work we create, every word we transmit and every undertaking we carry out in the name of Aṣáájú bears this responsibility.

We therefore establish three Ìlànà as the foundations of our house. They govern our conduct, guide our commitments and define the integrity of everything we undertake.

They are not principles we merely proclaim, but values we are called to embody.

I.

Ọ̀wọ̀ — Respect

Ọ̀wọ̀ is the recognition of dignity in oneself and in others. It is expressed through humility, consideration and the mastery of one's conduct. It commands reverence for our elders, regard for those who came before us and fairness towards all.

Respect is not submission, nor is it measured by rank or position. It is the understanding that dignity must be upheld in every relationship, beginning with the way we carry ourselves.

At Aṣáájú, we recognise that no knowledge grants us the right to diminish another, and no position exempts us from the duty of respect. We seek those whose conduct reflects this understanding, for no house can stand with dignity where respect is absent.

II.

Òtítọ́ — Integrity

Òtítọ́ is the commitment to truth in word, intention and action. It requires the courage to speak honestly, the strength to remain faithful to one's convictions and the humility to acknowledge one's errors.

A word is a blade; once spoken, its mark remains. We do not promise lightly, conceal what must be made clear, or abandon our responsibilities when they become inconvenient.

Integrity demands consistency between what we proclaim and what we practise. It requires us to answer for our decisions, honour our engagements and correct ourselves whenever truth calls us to do so.

At Aṣáájú, we stand by our word because our credibility rests upon it. We seek those who understand that trust is built through conduct, and that a house without integrity cannot endure.

III.

Ìṣẹ̀ṣe — Ancestral Tradition

Ìṣẹ̀ṣe is the inheritance entrusted to us by our forebears. It encompasses their knowledge, language, worldview, customs and sacred traditions, including the traditional religion of the Yorùbá people.

We do not regard this inheritance as a possession to exploit, nor as a relic to confine to the past. It is a living heritage whose depth demands understanding, whose transmission demands rigour and whose continuity demands responsibility.

We preserve its foundations without distorting its meaning. We transmit its knowledge without reducing its substance. We bring its wisdom into the present without surrendering its integrity to passing fashions or commercial interests.

Tradition is not opposed to creation. It is the ground from which meaningful creation can emerge.

At Aṣáájú, we uphold the dignity of our ancestral heritage and accept the responsibility of carrying it forward. We seek those who understand that transmission is an act of fidelity, and that an inheritance preserved without integrity loses its purpose.

ASAAJU AGENCY YORUBA LAND

Pledge

By my signature, I affirm my commitment to uphold the three Ìlànà of Aṣáájú Agency in every undertaking carried out in its name.

I recognise that my conduct reflects not only upon myself, but also upon the house I represent and the heritage entrusted to it.

Ọ̀wọ̀ la ń wọ̀
Òtítọ́ la ń sọ̀
Ìṣẹ̀ṣe la ń ṣe

NAME

ROLE

PLACE AND DATE

SIGNATURE