

# **Nuer Development Association Business Plan**

## **Contact information**

**Email address:**[dinggach@gmail.com/terriek145@gmail.com](mailto:dinggach@gmail.com/terriek145@gmail.com)

**Phone number:**[0972233700/0911318476](tel:0972233700/0911318476)

## Table of Contents

page

|   |    |
|---|----|
| <b>Chapter 1</b> .....                                | 3  |
| Executive summary.....                                | 3  |
| <b>Chapter 2</b> .....                                | 4  |
| Organization description.....                         | 4  |
| <b>Chapter 3</b> .....                                | 6  |
| Market analysis.....                                  | 6  |
| <b>Chapter 4</b><br>management and organization ..... | 7  |
| <b>Chapter 5</b> .....                                | 8  |
| Progam, product and service .....                     | 8  |
| <b>Chapter 6</b> .....                                | 9  |
| Customer segmentation .....                           | 9  |
| <b>Chapter 7</b> .....                                | 10 |
| Market, logistic and operation plan .....             | 10 |
| <b>chapter 8</b> .....                                | 10 |
| impact and financial plan.....                        | 10 |

# Chapter 1

## Executive summary

**Concept:**-nuer development is a nonprofit organization that operates here in Ethiopia to serve the live of nuer community in this country.

**Vision:**-To see Nuer community free from poverty, backwardness, ignorance, and live in peace and harmony with itself and the neighboring communities.

**Description and differentiation:**-NDA is fully community based which is not only provides relief service during disaster but also solve the issue of harmful traditional practices in society.

**Target market:**-the organization us to conduct fundraising event, membership fee and generating income from small business activities to serve orphan children and vulnerable people.

**Current and projected financial statement:**-this year proposal is almost one USD 195,000(hundred ninety thousand united state dollar) but the next coming year might be USD230,000( two hundred thirty thousand united state dollar).

**Team:**-we have group of seven boards directors, nine paid staff and almost 9 volunteers.

**The document:**- the commitment on human well-far by responding to any calamities is our main task.

## Chapter 2

### Organization description

The nuer development association is a nonprofit organization and it has been recognized as charitable organization under domestic law of Ethiopia.

**mission:** Work to bring sustainable development in Nuer Community by expanding basic health and educational services, Support children with disability, special needs and orphan children, Provide relief and rehabilitation for victims of natural and man-made

**Vision:** To see Nuer community free from poverty, backwardness, ignorance, and live in peace and harmony with itself and the neighboring communities.

**Valued proposition:** NDA is fully community based organization which is not only provide relief service during disaster but also solve the issue of harmful traditional practices in society the rest of NGOs that operate here in our state have limited scope but Nuer development association try to fill the gaps.

**Short and long term goal:** NDA use to select the orphan children of each schools and vulnerable people from five districts, every year NDA provide training to selected children after five years nuer development association will establish secondary schools for these children in each five districts.

**Team:**-the following list indicates the name of board members, paid staff as well as volunteers:

| <b>Name of boards members</b> | <b>position</b> |
|-------------------------------|-----------------|
| Peter G/kuoth Gaey            | president       |
| D.r koat magntap              | Vice president  |
| James G/det tang              | member          |
| Sarah nyayong pal             | member          |
| Riek Ter Reath                | member          |
| Chuol joak                    | member          |
| Nyemuoch muon                 | member          |

| <b>Name of paid staffs</b> | <b>position</b>        | <b>salary</b> |
|----------------------------|------------------------|---------------|
| Ding gach gor              | Executive manager      | 400 USD       |
| Buay yiek lotur            | Cashier and finance    | 360 USD       |
| Chuol mabil gaak           | Internal audit         | 300 USD       |
| Chuol Gaak Riek            | Internal audit         | 300 USD       |
| Muoch buom kuon            | Human resource officer | 350 USD       |
| Mayel tang pal             | Security guard         | 100 USD       |
| Nyakal tang kong           | cleaner                | 70 USD        |
| Lul bidit kuet             | Security guard         | 100 USD       |
| Nyekoang tut pal           | cleaner                | 70 USD        |

## Chapter 3

### Market analysis

#### **Conflict background of Nuer-anyway ethnic groups of gambella region**

Gambella National Regional State is situated in the south-western part of Ethiopia. The region borders with Benishangul Gumuz and Oromiya regions to the North, the Southern Nations, Nationalities and Peoples' Regional State (SNNPRS) and the Sudan Republic to the South, Oromiya and SNNPRS to the east and the Sudan Republic to the west. Agro-ecologically, the region is dominantly lowland (kolla) with a few midlands (weyna dega). Recession riverside agriculture is common, particularly maize and sorghum, and widely practiced by Anyuaa people along the Baro, Gilo and Akobo rivers. As the region is generally not cereal self-sufficient, alternative income sources such as fishing are important sources of food. Wild food consumption is part of the daily dietary intake given the still partly untouched bush land and natural forest resources. Most of the Nuer population reside along the Ethio-Sudanese border (Akobo and Jikawo woredas), where it is too dry for rain fed agriculture. Therefore, livestock constitutes the primary source of income. Gambella is rich with various ethnic compositions. The major ethnic groups include the Anyuaa, Nuer, Mezengir, Opio, Komo and people from Amhara, Tigray, Oromiya and the Southern Nations, Nationalities and Peoples Region (SNNPR). Their location also varies.

#### **Major cause of conflict**

**Control over natural resources:** Nuer are pastoralist anyway on other hand are cultivators, this area should be a grazing land for cattle or for crops cultivation is unsolved argument b/n two ethnic group

**What tribe or ethnic group constitutes the majority in Gambella region:** nuer is the largest populated tribe in gambella for this reason they claim to take more seats in regional political system.

**Access to arms:**-the region has border with war torn nation south Sudan which mean how to get a gun is very easy since there are more numbers of fire guns contrabandists.

### **Nuer and murle conflict**

The conflict that occur b/n these two ethnic groups could be traced back since 1985.the attack is launched yearly by murle tribe of south sudan against nuer tribe of Ethiopia for the sack of cattle raiding and children abduction. many nuer community are displaced from their homes, left more children orphan and traumatized.NB: as mentioned from the preceding one page, nuer development association was founded to solve these problems in management process and disaster respond to the victim of torture.

## **Chapter 4**

### **management and organization**

**The Board of Directors:** the following duties and guidelines and responsibilities

- Follows and reports the achievements and failures of the NDA to General Assembly for listening, discussion and decision.
- Organize policies, guidelines and present to General Assembly for discussion and decision.
- Examine that the grant and corporation agreements are made in accordant with pertinent law of the country and decisions of the General Assembly.
- Checks partnership agreements made with donors and partner organizations are in line with mandate of NDA
- Checks whether the donations and grants are utilized properly and according to designated purposes
- Hires and fires the executive manager

- Maintain collaboration with Government Bureaus and agencies and NGOs working in the region.

| <b>Name of paid staffs</b> | <b>Responsibility</b>  | <b>salary</b> |
|----------------------------|------------------------|---------------|
| Ding gach gor              | Executive manager      | 400 USD       |
| Buay yiek lotur            | Cashier and finance    | 360 USD       |
| Chuol mabil gaak           | Internal audit         | 300 USD       |
| Chuol Gaak Riek            | Internal audit         | 300 USD       |
| Muoch buom kuon            | Human resource officer | 350 USD       |
| Mayel tang pal             | Security guard         | 100 USD       |
| Nyakal tang kong           | cleaner                | 70 USD        |
| Lul bidit kuet             | Security guard         | 100 USD       |
| Nyekoang tut pal           | cleaner                | 70 USD        |

**Donors** :the organization receives fund from individuals living within country and fundraising event organized by this group, recently NDA applied to fund from globalgiving org in order to support orphan children and people with disability but the donation has not released yet

**Recipient**: the NDA was established to help any victim of torture starting from top management board up to grass root community members which mean there is overlap of support within the system.

## **Chapter 5**

### **Progam, product and service**

Nuer development association generate money through fundraising event, individual donation and membership fee, it used to distribute these money in cash or in good to anyone who has faced the recognized problems depending on mission of organization.NDA contribute its share when there is any problems that arise from following sectors:



- Education
- Health
- Risk and disaster

## Chapter 6

### Customer segmentation

The volunteers of nuer development association are fundraising organizers, focal persons who are assigned to collect regular monthly fee payment from different institutions, they are nine in number and their name are listed below.

| <b>Name</b> | <b>education</b> | <b>place</b> | <b>Per diem</b> | <b>Age</b> |
|-------------|------------------|--------------|-----------------|------------|
| Tut koang   | diploma          | lare         | USD50           | 31         |
| Paul puok   | diploma          | jekow        | USD50           | 32         |
| James gach  | Bsc degree       | wanthoa      | USD50           | 35         |
| Chuol tut   | Ba degree        | itang        | USD50           | 33         |
| g/luak pal  | Ba degree        | Gambela town | USD50           | 36         |
| Khan chol   | Bsc degree       | makuey       | USD50           | 34         |
| Riek tut    | Ba degree        | Addis ababa  | USD50           | 38         |

## Chapter 7

### **Market, logistic and operation plan**

The organization boards, staffs and volunteers use to conduct different conferences and training session to spread its word and explain the accomplishment for different activities in given period of time.

**Donors:** the organization get budget from individual donation and fundraising event.

**Facilities:** the head quarter office of NDA is located in gambella town it has branch office in each five districts of nuer administration zone.

#### **Equipments:**

- destop-2
- Laptop -2
- Photocopy all in one -1
- Office TV -1
- Car-1
- Motor Cycle-2
- Tractor-1
- 9.Generator -1

## Chapter 8

### **impact and financial plan**

**Impact plan:** Through its strategic plan, NDA shall have the followings positive impacts according to the objectives set forth in its article of Association:

- Expansion and increasing access of primary and secondary education and improving its quality, relevance and equity.
- Elimination of harmful traditional practices through awareness creation and public mobilization.
- Promotion of traditional dancing groups with the aim of making the people confidence of themselves and proud of their own culture and tradition through cultural promotion activities.
- Expansion of basic health services by constructing health posts and health stations as well as Health centers in selected areas.
- Improving maternal and child health services as well as health education services in collaboration with the local health authorities.
- Establishing agricultural, animal and fish breeding centers and carry out extension services.
- Provision of clean drinking and portable water by digging water boreholes and wells.
- Business skills development and entrepreneurship by creating awareness and providing technical support and microcredit credit facilities.
- Gender equality and human rights protection; leadership and governance, training and development.
- Creating an awareness programs on environmental and wildlife protection through seminars and forums.
- Provision of relief during disasters and assist in the rehabilitating the victims of the disaster afterward.

## Financial statement

| Operating budget of year 2023  |               |                 |
|--------------------------------|---------------|-----------------|
| <b>Projected income</b>        | <b>USD</b>    | <b>Birr</b>     |
| ▪ Individual donation          | 170000        | 9010000         |
| ▪ grant                        | 0             | 0               |
| ▪ events and fundraising       | 25000         | 1325000         |
| ▪ Membership fee               | 10            | 530             |
| ▪ Interest earned              | 0             | 0               |
| <b>Total projected income</b>  | <b>195010</b> | <b>10335530</b> |
| <b>Projected expense</b>       | <b>USD</b>    | <b>Birr</b>     |
| <b>Programmatic activities</b> | <b>130000</b> | 5035000         |
| • Training program             | 55000         | 291500          |
| • Disaster relief              | 50000         | 1700000         |
| • communitydevelopment support | 25000         | 550000          |
| <b>overhead</b>                | <b>65010</b>  | 3445530         |
| • insurance                    | 10000         | 530000          |
| • Staffs salaries              | 30000         | 15900000        |
| • Facilities rental cost       | 20000         | 106000          |
| • Office computers             | 5010          | 265530          |
| <b>Total expense</b>           | <b>195010</b> | <b>10335530</b> |

















