



SIRIGU INDIGENOUS TRADITIONAL REAL ART

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PROJECT-PLAN

Sirigu Indigenous Traditional Real Art (SITRA) is an institution that is born out of *Sirigu Women Organization for Pottery and Art (SWOPA)*. SITRA is purely a Community Based Organization that is set up aimed at:

- To generate income for the Young Women of the Community by producing Art Pottery and Craft works.
- Promoting the Culture, Art, Pottery and Craft Works of the community and the communities around Sirigu.

AIMS AND OBJECTIVES

The aims and objectives of the project includes the following:

1. To help the young women generate income for their families.
2. To improve the living condition of the people of the area
3. To build-up the financial base of the individual participants for sustainable production.
4. To reduce urbanization; young people who go to Accra or abroad to have a better life, but get disappointed or get a life which is even worse.
5. To impact the knowledge of Art, Pottery and Weaving to the community.
6. Build up the Capacity on the new and modern ways of art and crafts

LOCATION AND SET-UP

SITRA is located in Sirigu in the Upper East Region of Ghana precisely one kilometer away from SWOPA. Visitors of SITRA do get their accommodation at SWOPA.

SITRA is set-up by Madam Faustina Nsoh Nyaama who worked for 16 years at SWOPA. She gained experience and knowledge about the Local Art, Culture, Basket Weaving and went to Ghanatta College of Art and Design in Accra to obtain a Three year Certificate on Fine Art and Graphics Design with Scholarship that was sponsored by Vrienden Van Christopher Organization that is based in the Netherlands.

LEGAL STATUS

SITRA is legally registered at the Register General Department of Ghana and has a Certificate of Incorporation as a Community Based Organization. It is currently a local based institution.

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ORGANOGRAM

SITRA has 3 Board Members that govern the activities of the institution;
Chairlady Faustina Nsoh Nyaama, Linda Akwara and Gabriel Adongo

It has Five (5) Working Staff namely:

Director: Faustina Nsoh Nyaama,

Secretary: Sadik Ayne Inusah,

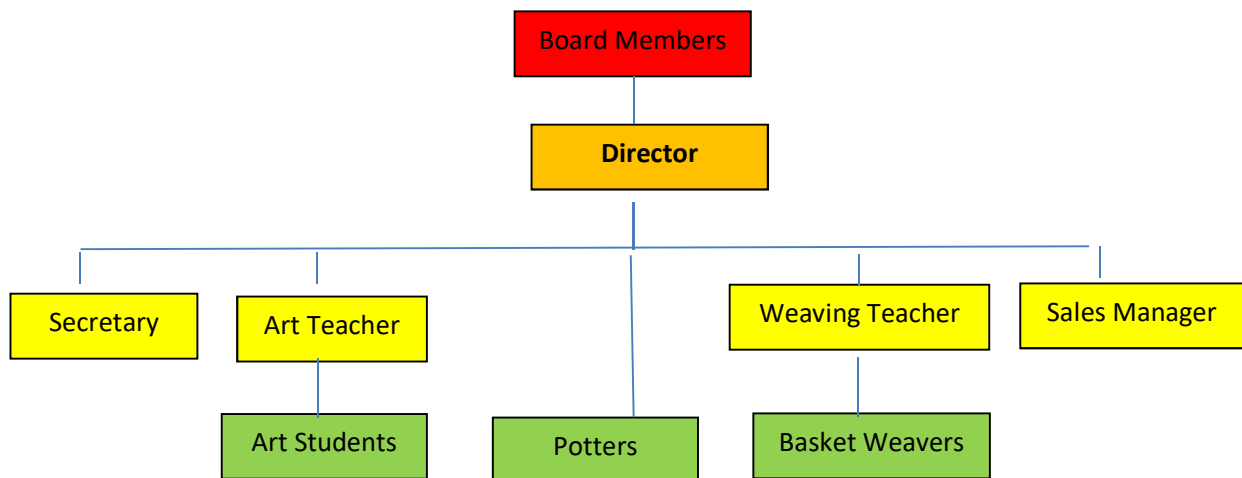
Art Teacher: Kelvin Ansong,

Weaving Teacher: Monica Anaam and

Sales Manager: Faustina Akurugu.

SITRA has 69 people working under it. Seven (7) of these are Art and Students Trainees while 62 are Weavers and Potters at Out-Stations at their various art centers. In all 90% of the workers are Women and 10% are men. Membership is by registration.

Organizational Chart:



WHAT WE DO (ACTIVITIES)

In order to approach the stakeholders and make them accept to join SITRA we do undertake the following activities:

1. We create a direct link from the producers to the main buyers by bringing the products of the participants to our center for the main buyers to buy directly, thereby cutting out the “**middle men**” who usually buy the products at a cheap price from the participants and then sell to the main buyers.
2. We do give them advance materials.
3. We do organize meetings and workshops for them in our center and train them on the new products and market demands.
4. We do visit them at their homes to see if they are able to make what is agreed on. When there are problems we try and help finding some solution to them.
5. By training and having workshops we innovate and we have product development. Because of product development and innovation we believe we can reach a sustainable market for the next 10 years and beyond.

DIFFERENT

There are several NGOs and Organisations who are working in the area of craftwork in this part of the country.

However what is different about SITRA is that we are doing Fair Trade with our products.

This means that our weavers get the right price for their products and also get a 50% of cost of what is ordered for in advance to the Weavers by way of Materials and Cash, so that they have a capital to enable them start to produce the product as mentioned in “what we do” (activities) above.

This also means that our painters get materials during a 3 year course. The paintings they make which are sold are generating income. Part of this income is meant to pay back material costs to SITRA. After 3 years they get a certificate and then they are able to start their own centre.

This also means that we train our potters and sell their products with a fair price for them. Like the weavers we also provide them advanced materials and cash.

BENEFACTORS

SITRA is working directly with the Students Painters, Potters and Weavers which is translated into 345 families in all the several sections of the Community of Sirigu.

SUSTAINABILITY

The project is expected after a five (5) year period, to be able to:

1. Graduate about 15 students who will also impact the knowledge they gained, to people in their various sections.
2. Build up the financial base of the individual Painters, Potters and Weavers for sustainable production.
3. Build up the Capacity on the new and modern ways of Painting, Pottery and Weaving through teaching and workshops.
4. Improve the living condition of the people of the area and
5. Get more new students and producers to continue the works.

CONCLUSION

This proposal is submitted for five (5) years financial support. Our aims and objectives are like that of our sustainable plans and stands achievable when we get this five years financial support.

An attached of a five year development Budget with a breakdown of each year is below.

In the second year the budget we ask for will be reduced to 85% because we generate income whilst the amount of people we reach is growing. After this year every year the budget will be reduced with 5%.

For the purposes of this proposal, this project shall start on 1st July 2019 and ends on 30th June 2024, after which an evaluation would be done to measure its achievements.

This proposal is submitted on Day of 2019.

Signed:

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FAUSTINA NSOH NYAAMA

DIRECTOR OF SITRA.

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A FIVE (5) YEAR FINANCIAL BUDGET FOR SITRA.

NO.	DETAIL	UNIT	(GHC) YEAR 1	(EUR) YEAR 1	(EUR) YEAR 2	(EUR) YEAR 3	(EUR) YEAR 4	(EUR) YEAR 5	(€) TOTAL AMOUNT 5 YEARS
	Input from sponsors in %			100%	85%	80%	75%	70%	
1	Material for Art Work								
	i. Paint (7 Students)	1.000	12.000	2.400	2.040	1.920	1.800	1.680	
	ii. Canvas (7 Students)	1.500	18.000	3.600	3.060	2.880	2.700	2.520	
	iii. Brushes (7 Students)	400	4.800	960	816	768	720	672	
	Sub Total		34.800	6.960	5.916	5.568	5.220	4.872	28.536
2	Material for Weaving								
	i. Straws (62 People)	1.240	14.880	2.976	2.530	2.381	2.232	2.083	
	ii. Colors (62 People)	250	3.000	600	510	480	450	420	
	Sub Total		17.880	3.576	3.040	2.861	2.682	2.503	14.662
3	Working Staff								
	i. Director	700	8.400	1.680	1.428	1.344	1.260	1.176	
	ii. Secretary	600	7.200	1.440	1.224	1.152	1.080	1.008	
	iii. Art Teacher	500	6.000	1.200	1.020	960	900	840	
	iv. Weaving Teacher	200	2.400	480	408	384	360	336	
	v. Sales Manager	200	2.400	480	408	384	360	336	
	Sub Total		26.400	5.280	4.488	4.224	3.960	3.696	21.648
4	Workshop (once every year)								
	Sub Total		5.000	1.000	850	800	750	700	4.100
	GROUND TOTAL AMOUNT (Ghc)		84.080	84.080	71.468	67.264	63.060	58.856	344.728
	AMOUNT IN EUROS (€)			16.816	14.294	13.453	12.612	11.771	68.946

Note: The currency rate is €1.00 = Ghc 5.00

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