

PROJECT DESCRIPTION

Traditional Bogolan Art and Marketing

Mali

I. Introduction

This appendix describes the activities to be undertaken and the results to be achieved with the funds obligated under this Agreement. Nothing in this Appendix A shall be construed as amending any of the definitions, conditions, or terms of the Agreement.

II. Background

L'Espace Culturel N'Domo ("N'Domo") is a registered company that produces artwork using the traditional "Bogolan" fabric dyeing techniques. The company trains young artisans in traditional Malian craft production, sells art to international and local buyers, and operates guided tours of Malian cultural sites. Despite the strong technical skill of its staff and the potential market demand for its artwork, N'Domo is currently constrained by poor equipment, unreliable supplies of wool, dye, and other raw materials, inexperienced management, and poor environmental practices.

III. Funding

A. ADF Contribution

The financial plan for ADF's contribution is set forth in Appendix A-1 to this Agreement. The Parties may make changes to the financial plan without formal amendment, if such changes are made in accordance with Article 8 of the Agreement and do not cause ADF's contribution to exceed the obligated amount specified in Article 4, Section 4.1 of the Agreement.

B. N'Domo Contribution

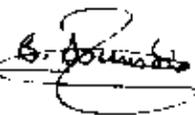
N'Domo will contribute its land, equipment, skills, technical knowledge, and labor to the implementation of the Project.

IV. Project Goal

The goal of the Project is to improve the standard of living for Bogolan artists and marginalized youth in Ségou, Mali.

V. Project Purpose

The purpose of the Project is to increase the incomes of N'Domo and its affiliated artisans, as evidenced by the following:

ADF  N'Domo 

- A. The average annual income of artisans affiliated with N'Domo will increase from a baseline of CFA 1,113,640 to
1. CFA 2,943,429 in Year 1;
 2. CFA 4,041,295 in Year 2;
 3. CFA 7,493,985 in Year 3;
 4. CFA 9,753,485 in Year 4; and
 5. CFA 12,536,000 in Year 5.
- B. N'Domo's net profit (before taxes and depreciation) will increase to:
1. CFA 45,332,494 in Project Year 1;
 2. CFA 60,702,617 in Project Year 2;
 3. CFA 109,040,271 in Project Year 3;
 4. CFA 140,673,277 in Project Year 4; and
 5. CFA 179,628,596 in Project Year 5.

VI. Outputs

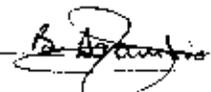
N'Domo will strengthen its capacity to produce and sell Bogolan art, as evidenced by the following:

- A. N'Domo's sales revenue will increase from a baseline of CFA 79,166,395 to:
1. CFA 98,870,494 in Project Year 1;
 2. CFA 124,838,117 in Project Year 2;
 3. CFA 156,047,646 in Project Year 3;
 4. CFA 195,059,558 in Project Year 4; and
 5. CFA 243,824,448 in Project Year 5.
- B. The number of youth trained in traditional Bogolan art will increase by 30 by the end of the Project.

VII. Activities

A. Management Improvement Activities

1. N'Domo will hire an accountant who will manage the financial system of the organization. The accountant will be responsible for setting up internal control systems, recording financial transactions, and reporting the financial status of the organization to the board of directors. During the first two years of the Project, the accountant, marketing expert and selected members will receive training in financial management. The training will focus on maintaining accounts and preparing financial, performance, and activity reports.
2. N'Domo will hire a consultant with expertise in financial management on a short-term contract to work closely with the N'Domo accountant and the accountant's understudy to develop appropriate financial accounting procedures, policies, and systems that will ensure timely and accurate financial reporting, with the intent of

ADF  N'Domo 

- meeting ADF's financial certification requirements by the end of the Project. The financial consultant will work with the accountant to document the financial systems developed in a financial management manual. Once the financial system is in place, the consultant will provide follow-up training where necessary and assess the implementation of the financial system.
3. N'Domo will hire a marketing expert to develop a project work plan, oversee contracts, maintain relationships with suppliers, and coordinate training and technical assistance sessions. He or she will also be in charge of the marketing for the organization.
 4. N'Domo will set up an office for its management team. The office will be equipped with metal shelves to organize records and documentation as well as two computers with a connection to the internet and accounting software. The accountant, marketing expert and selected members will be trained in the proper use of accounting software.
 5. N'Domo will improve the site by adding on to the existing infrastructure. The N'Domo complex and buildings will be connected to the electrical grid. A shed will be constructed as shelter to allow women to continue to receive training and work outdoors without exposure to the elements. A staircase will be constructed to connect the training room to the canteen.
 6. A consultant will train N'Domo's management team in business planning and governance. The training will focus on how to price inputs, mitigate risks, and identify market opportunities. The training will be documented in a manual of procedures that establishes administrative, governance, and accounting policies of the organization.
 7. The management team and selected members will embark on a study tour to a similarly sized enterprise. The study tour will focus on identifying and emulating successful management practices and accounting procedures of a locally owned and managed business.

B. Production improvement Activities

1. N'Domo will construct a training room to teach Bogolan skills. The room will be capable of seating 30 individuals, and will be equipped with chairs and tables for hands-on lessons.
2. Artists will be given protective work clothes (pants, shirts, gloves, and masks) in order to ensure their safety while they work. The Project will also help N'Domo acquire insurance to protect the business in the case of fire or an electrical short circuit.
3. An environmental study will be conducted by a consultant to identify the proper means for disposal of the waste water created by Bogolan dyes. Based on the environmental study, N'Domo will install a water supply system capable of treating byproducts. The system will include two concrete tanks, a water tower, and a generator.
4. The management team will establish a fund to purchase production inputs. The coordinator will negotiate and execute contracts with women's associations and other groups to supply N'Galama and M'Pékou products for dye, fabric, wood, brushes, and other implements necessary for Bogolan production.

C. **Marketing Improvement Activities**

1. The marketing expert will conduct a market study to help N'Domo execute their marketing strategy. The marketing strategy will determine ways to build recognition for N'Domo, increase online sales, and explore partnerships with travel companies and hotels.
2. N'Domo will construct a 6 meter x 5 meter showroom in adobe. The showroom will have space to exhibit installations from affiliated artists.
3. The marketing expert will identify ways for N'Domo reach potential customers through participation in cultural fairs, exhibitions, and regional conferences.

C. **Community Support Activities**

1. Artists currently affiliated with N'Domo will train at least 30 Malian youth in traditional Bogolan production practices. The youth will work on individual pieces as well as collective projects. N'Domo will showcase the youth art products. The youth will also receive training in entrepreneurship skills to provide them with a basic understanding of business and self-promotion to prepare them to be self-reliant on the open market.
2. N'Domo will hire a trainer to teach literacy to its members. The training will focus on basic reading and writing skills necessary to conduct day-to-day business.
3. N'Domo will initiate a reforestation partnership with its wood supplier. Through this program, N'Domo will donate the seeds to reforest 20 hectares of wood in the areas harvested for N'Galama and M'Pékou products. N'Domo will hire a reforestation technician to oversee the reforestation.
4. N'Domo will launch educational activities using radio, television, art, and other mediums to teach communities about best practices in conservation of the local environment.

VIII. Roles and Responsibilities of the Parties

The staff and elected leadership of N'Domo are responsible for the management and the proper implementation of the Project. ADF's Partner Organization in Mali will provide training in the area of standard ADF bookkeeping, monitoring, and assessment. The ADF Partner Organization in Mali will also provide technical assistance and management during implementation.

IX. Monitoring and Evaluation

ADF's Partner in Mali will closely monitor the activities of N'Domo to ensure proper reporting, adherence to the Project implementation plan by N'Domo, and movement towards the achievement of Project objectives. The Partner will continuously assess risks and take remedial action as needed. Monitoring by the Partner will be an important aspect of the on-going coaching and advisory service. The Partner will review ADF's quarterly reports and will submit comments and observations to the management of the N'Domo as part of the on-going performance assessment.

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