

ROOTS INITIATIVE

Prepared by Ras Ashkar (Duane Francis)
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Contact for enquiries and proposed changes

If you have any questions regarding this document or if you have a suggestion for improvements, please contact:

Project Manager Ras Ashkar (Duane Francis)

Phone 226-7121, 645-6551

Introduction

The ROOTS Initiative is a developmental plan for the 500 acres of land at Arawai. This plan is influenced by Haile Selassie I's call for nationhood and independence among Africans, the Burnhamite policy of Feed, Clothe and House yourself and the present conditions being faced by Rastafarians in our lonely trod towards sustainable development. Self-reliance and sustainability are benchmarks by which the success of the Guyana Rastafarian Council will be measured in five years. Our approach is to employ sound development practices to progressively build and strengthen our capabilities that reduce our dependence on goods, services and aid from the outside.

Planned, incremental, sustained development of the agricultural assets from five hundred (500) acres of state lands will be the cornerstone of this enterprise. Shrewd application of Internet and other Business technologies will increase our ability to effectively compete in today's marketplace and provide additional sources of revenue.

This GRC road map toward self-reliance and sustainability requires capitalization of \$USD ? Million \$???,000. Comprehensive documentation of our business approach to achieving sustainability is presented in the following areas:

- Mission of the Guyana Rastafarian Council (Foundation)
- Business opportunities

- Strategic direction
- Methodology/Implementation

The following project will be divided into five phases each phase will definitely call into effect its own budget.

- Phase 1- Census to determine the need and urgency of such a project- needs assessment
- Phase 2- Agricultural Development and Forestry-Conservation(Conservation International)
- Phase 3- Agro-Cultural and Eco-tourism Development(IICA)
- Phase 4- Housing/Accommodation /Nyahbinghi Camping grounds
- Phase 5- Rastafari Development Institute- (IRASCOM)

Land Development Plan - The following components have been identified:

- Agriculture
- Forestry
- Horticulture
- Conservation
- Social Development
- Rastafari Development Institute
- Camping grounds
- Housing/Accommodation (residents, students, tourists)
- Eco-Tourism

Project Customer

The local and international Rastafari community is the Project Customer who is responsible for realising the benefits of the project. Our customer base also comprises wholesalers, retailers and consumers of forestry products including wood, natural herbs, arts and crafts as well as users of office services and Internet facilities. We will reach our customers directly and through distribution channels that include wholesalers, retailers and individual consumers.

Sustainable community Development:

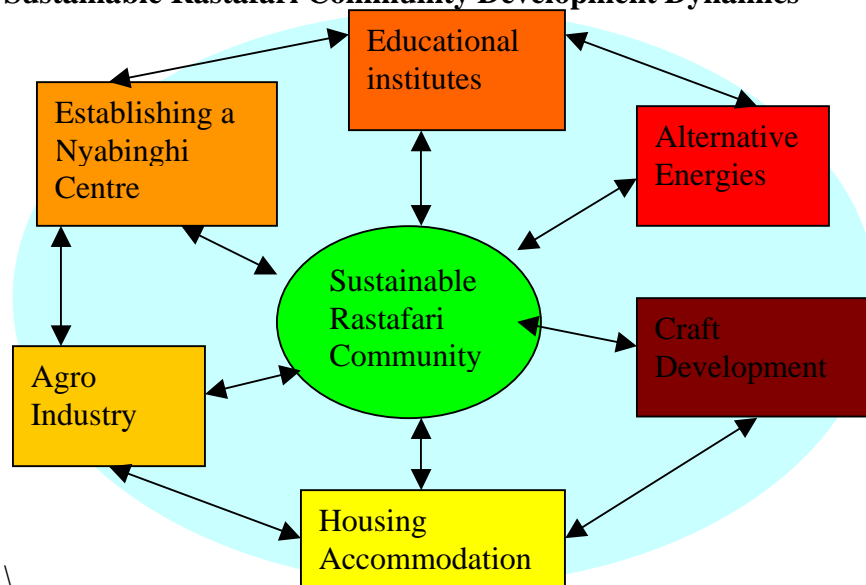
Purpose: to advance sustainable community development for Rastafari, using the following means to achieve the following aims.

Aims: hungry be fed, the sick be nourished the aged be protected and the infants cared for.

Means:

- Agro Industry :(sustainable forestry) logging, agro tourism; medicinal purposes (alternative medicine) - transportation - FAO – harvesting – CIDA - IICA
- Establishing Nyabinghi Centre – Accommodation for housing conferences – infrastructural development
- Health centre – wellness centre – data bank on how to keep healthy
- Craft development – creative industry - UNESCO
- Educational programmes – alternative educational curriculum IT centre– (UNESCO)-
- Alternative energy supplies – solar, wind and water

Sustainable Rastafari Community Development Dynamics



Note that the above color code indicates the order of implementation priority (different project areas can run concurrently) – yellow indicates the highest priority and dark red the lowest.

From the above all the critical variables impact upon the central objective – (establishing a Sustainable Rastafari community). The arrows are double headed highlighting the continuous impact of all the variables within the system[G1].

Project Management Stages

1. Project design and preparation of proposal
2. Employment of project management personnel, consultants and part-time Project staff as necessary
3. enabling environment (well-equipped office, active partnerships with Public and private sector partners)

Capacity Building

- Needs assessment exercise for GRC
- Training in project management, monitoring & evaluation
- Accessing necessary resources in timely manner
- Training in land management/stewardship, facilities management and eco-tourism management

Action to be taken

- Review all paperwork in hand
- Follow-up on the process already begun
- Visit the land
- Determine whether survey has been done. If not get estimate
- Survey the land if this has not yet been done
- Determine what action is needed to complete the leasehold agreement/Also determine the life span of the lease, i.e. for how many years?
- Develop proposal to seek funding for Land Development Plan

Resources Needed to Complete Action

- Transportation (vehicle),
- Fuel
- Money to meet the cost of the survey
- Contact relevant government departments (Attorney General's office?) and seek legal advice to ensure terms favorable to GRC if the process has not yet been finalized
- Technical Assistance & facilitation of participatory process

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- **SWOT ANALYSIS** -

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Land Available	Lack of clear information on the status of the land	Various prospects for development	Disunity in I and I community can impose limitations and lessen developmental impact
Natural resources available for exploitation	Unfamiliarity with the land	Potential for self-sufficiency	?s about the credibility of the Guyana Rastafari Council
Human resources available Expertise available for technical assistance to be provided from within the Rastafari community	Low organizational capacity	Caribbean Single Market & Economy (CSME)	Links with the Caribbean Rastafari Organization
Good relationship with Government		Preparation for repatriation	Possibility of partisan co-option
Training for capacity building has begun		Links with the Caribbean Rastafari Organization	Association with Jonestown by anti-Rastafari or misguided elements
		Possibilities for replication in other countries – Brazil, African countries	

Current situation

Problems The Rastafari Community locally is in a state of economic, social and political paucity. This situation further contributes to the despondent and lethargic attitudes of a large cross-section of the Rastafari Community

Opportunities: Guyana Rastafari Council wields a significant cultural, marketing, distribution and sales influence. We embrace technology and the Internet because we can realize cost savings by automating some of our business processes, maximising our access to the global marketplace and interface seamlessly with our key customers. Our culture-based orientation will be managed according to the following functions:

- a) Human and natural resource management - People are the catalysts for sustainable development
- b) Culture
- c) Communications and networking - Internet Cafe Services
- d) Partnership and Cooperation - Extending the availability of inexpensive, reliable power to the local community
- e) . Science and Technology - Providing inexpensive, quality business services

Challenges: The Rastafari community has flourished despite considerable opposition and misunderstanding.

There are still those who are incapable of accepting the vitality, validity and universality of Rastafari. Circumstances may emerge where the interests of Rastafari may be best represented by GRC's participation in harmony with elements of the mainstream. Within the Council there are varying views about the wisdom of engaging in commerce. There are elements of the Rastafarian worship that are not universally accepted, therefore, there may be a substantial challenge with gaining the cooperation of certain influential mainstream elements.

Business Opportunities: Guyana Rastafari Council evolved as the result of our membership's support for cohesive effort, education, representation, business development and community. We exist to love and emulate and adhere to the principles of Ras Tafari; we contribute to the economic and spiritual growth of our Community through the establishment of co-operatives and tabernacles. We are an essential educational and cultural library and information source. We provide job-opportunities and make representations in Guyana and any part of the world for the causes of Rastafari.

The project is strategically linked to the overall plan and objectives of the Guyana Rastafari Council and the ROOTS Inc.

GRC's Objectives

To establish tabernacles throughout Guyana and to defend the religion and culture of Rastafari.

To own and operate schools and centres of learning.

To operate libraries and book centres for the distribution of Rastafari literature

To establish Co-operatives

To foster goodwill and unity among all Rastafari and other cultural groups

To own movable and immovable properties

To foster unity and goodwill among all Rastafarians and other religions and cultural groups.

To solicit and raise funds in order to carry out our aims and objectives.