

## **STRATEGY OF "DURMISH ASLANO" 2024-2028**

### **1. INTRODUCTION**

*"The strategy of the NGO "Durmish Aslano" aims to define the objectives and activities for the period 2024-2028 as a basis for the sustainability of the organization. During the planning of this strategy, it was observed that the problems of the Roma, Ashkali and Egyptian communities continue to be present , so a broader approach and deeper engagement is necessary. Durmish Aslano is represented as an organization that aims to passionately protect and promote Roma culture and tradition, working on its values and operations through various activities and initiatives.*

*The organization has two main departments: the radio "Romano Avazo" and the Roman theater "Nexhip Menekshe", as well as the "Volunteer Club and the Club for Gender Equality". The strategic plan aims to structure departments, activities and participation, based on the analysis of experiences, organizational projects, professional advancement and process improvement. This strategic plan serves as a compass for the organization's long-term orientation.*

*The Roma community, especially in Prizren, has undertaken many initiatives for the protection of the Roma language, culture and heritage, with Durmish Aslano playing a supportive and promotional role through the departments of the radio 'Romano Avazo' and the Roma Theater 'Nexhip Menekshe'. Despite the problems of local representation, assimilation and the lack of information about Roma cultural heritage, the organization has tried to continue with quality activities to improve the response to these challenges."*

*"The NGO "Durmish Aslano" was founded in 1969 and operated as a cultural-artistic society until 1999. After the end of the conflict in Kosovo, its activities resumed. In 2001, it was registered as an NGO in order to represent the interests of the Roma community and the improvement of their position in Kosovar society. The organization has developed a series of activities and projects in the education of young people from the Roma, Ashkali and Egyptian communities, offering supplementary classes and learning centers. It is the main center for the promotion of culture , Roma tradition and language through theatrical performances.*

*"NGO Durmish Aslano" includes two main departments: the radio "Romano Avazo" and the Roma theater "Nexhip Menekshe". The organization is part of the Network of cultural organizations, the Network of youth organizations, Civikos and has strategic partnerships with several other organizations.*

*"Romano Avazo" is a non-commercial radio founded in 2007, which deals with sensitive topics for the promotion of the issues of the Roma community and discussions on issues that directly affect the policies of the Roma, Ashkali and Egyptian communities. This radio is the main source of information for the Roma community, playing an important role in ensuring the connection between relevant actors and the community. Broadcasts debate shows on a range of topics, involving all relevant actors to ensure thorough information and promotion of ideals.*

"Romano Teatro Nexhip Menekshe" was created in 1989 by intellectuals of the Roma community in the municipality of Prizren. Since 2001, it has been operating under the umbrella of the NGO Durmish Aslano and continues to protect and promote the Romani language."

"Durmish Aslano NGO also operates with several important groups and initiatives. The Volunteer Group is a key aspect of the organization consisting of sensitive and motivated members of the Roma, Ashkali and Egyptian community. This group is engaged in many projects and activities of organization, serving as an important support force to realize the goals and activities of the NGO.

Also, the Women's Group is one of the core initiatives of the organization. The composition of this group gives a special perspective in the promotion of women's rights, in the culture and daily life of the Roma community, contributing to their empowerment in society.

Cultural documentation is another important aspect in the activity of the NGO Durmish Aslano. This process is closely related to the preservation, protection and promotion of the cultural and spiritual heritage of the Roma community. Through initiatives such as recording songs, dances, oral history and other cultural materials, the organization aims to ensure that the community's heritage is preserved and disseminated sustainably."

## **2. VISION AND MISSION**

**VISION:** "To become a well-known center of influence and promotion of the culture of the Roma community, turning into a bastion of strength and promotion of the cultural and spiritual values of our community. We aim to be a broad platform of influence, using media and innovative practices to spread Roma history, culture and language to broad levels of our society and to influence cultural policies and developments in Kosovo."

**MISSION:** "Through our commitment to cultural documentation and innovative media, our mission is to ensure a relevant and ongoing presentation of the cultural and spiritual heritage of the Roma community. Through our activities, we aim to help raise and strengthen awareness of the culture and Roma identity, including aspects of awareness development and active citizenship to ensure a fairer and more equal society for all."

This vision and mission focuses on the use of cultural documentation and innovative media to promote and strengthen the cultural heritage of the Roma community, influencing social awareness and raising awareness of their culture and identity.

### **3. Strategic goals of the "Durmish Aslano" organization:**

- 1. Promotion of the Culture and Heritage of the Roma Community:** Focusing activities and programs on preserving, promoting and developing the culture, traditions and language of the Roma community.
- 2. Increasing Community Information and Awareness:** Providing educational, informative and training programs to promote awareness and active community participation.
- 3. Advocacy for the Rights and Needs of the Roma Community:** Through public debate, lobbying and political engagement to address the main issues and problems affecting the community.
- 4. Development of Local and International Cooperation:** Through strategic partnerships and collaborative projects, to improve the position and inclusion of the Roma community at different social levels.
- 5. Increasing the Internal Capacities of the Organization:** By investing in training, personnel development and the use of technology to increase the efficiency and strengthening of the organizational structure.
- 6. Promoting Tolerance and Peaceful Coexistence:** Supporting and promoting the culture of respect and peaceful coexistence between different communities.

### **Strategic objectives**

#### **Radio "Romano Avazo"**

**Strategic objective 1** - Increasing the number of debates for advocacy, lobbying and permitting of local and central policies that have an impact on the Roma community. Encouraging active community participation in these debates to have a direct impact on decision-making.

**Strategic objective 2** - Through carefully edited information and regular presentation of shows, Radio Romano Avazo aims to ensure mass participation of the community in matters relevant to them.

**Strategic objective 3** - Organization of thematic programs to address essential and urgent issues in the Roma community for their future.

**Strategic objective 4** - Creation of informative and educational modules to improve the use of information and media technology to increase the visibility and participation of the Roma community.

### **3.1. Roman Theater "Nexhip Menekshe"**

**Strategic objective 1** - Organization of specific performances for the International Day of the Roma Community and for children with content that reinforces the message of Roma culture and identity.

**Strategic objective 2** - Development of educational programs for children to promote Roma heritage and identity in a healthy and appropriate way for different age groups.

### **3.2. Concert**

**Strategic objective 1** - Organizing concerts focused on Roma dances and songs, representing the spiritual heritage of this community.

**Strategic objective 2** - Creation of special events to raise awareness of Roma spiritual heritage, including informative and educational workshops to acknowledge this heritage.

### **3.3. Cultural Documentation**

**Strategic objective 1** - Distribution and documentation of important materials for the cultural heritage of the Roma community to preserve and promote Roma culture, language and tradition.

**Strategic objective 2** - Creation of an online platform for the documentation and distribution of cultural and historical materials of the Roma community for easy access to those interested.

### **3.4. Advocacy for the Romani language**

**Strategic objective 1** - Development of the advocacy campaign for the Roma language to ensure its recognition and respect as part of the cultural heritage and identity of the Roma community.

**Strategic objective 2** - Organization of Roma language training programs to encourage more community individuals to learn, preserve and promote their language.

### **3.6. Program for Employment and Non-Formal Education**

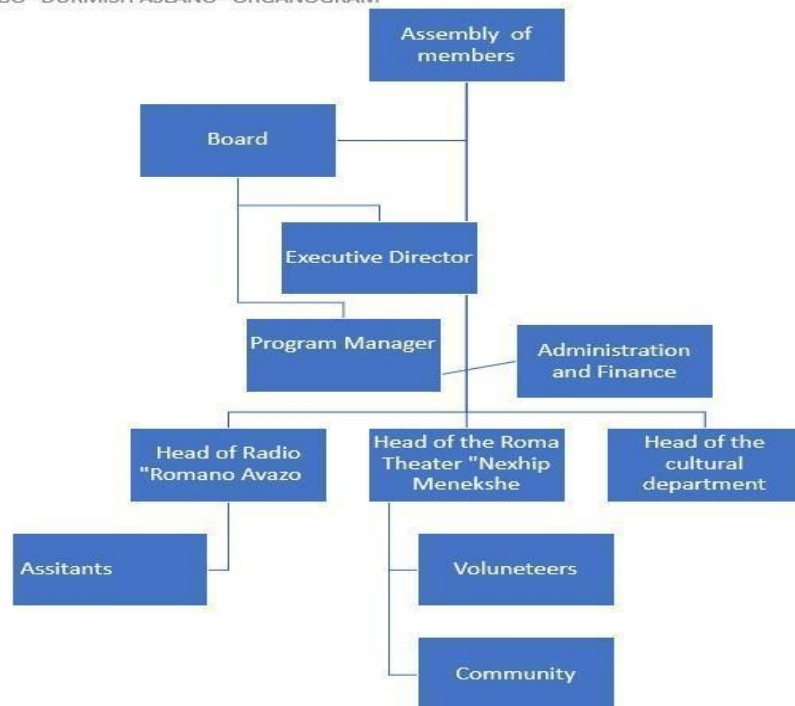
**Strategic objective 1** - Creation of training and qualification programs to improve employment opportunities among the Roma community. The inclusion of courses for the development of professional and personal skills that facilitate entry into the labor market.

**Strategic objective 2** - Promotion of alternative education and non-formal education programs to increase the involvement and skills of individuals in the Roma community. Building programs to cultivate skills and knowledge in addition to traditional curricula.

#### 4. STRUKTURA ORGANIZATIVE



NGO "DURMISH ASLANO" ORGANOGRAM



#### 4. Gender equality

**Strategic objective 1** - Through programs and activities, promotion and awareness of gender equality within the Roma community, including education and presentation of positive models.

**Strategic objective 2** - Building partnerships with other organizations to create joint programs for gender equality at the community and local level.

## 5. Youth

**Strategic objective 1** - Inclusion of youth in activities and programs that promote Roma culture, tradition and history, ensuring their engagement as an integral part of the community.

**Strategic objective 2** - Establish a mentoring program for youth to prepare and encourage them to actively participate in the cultural and social activities of the organization.

## 5. SWOT ANALIZA

STRONG ADVANTAGES	WEAK POINTS
<ol style="list-style-type: none"><li>1. ABILITY IN THE COMMUNITY</li><li>2. HARMONY IN THE STAFF</li><li>3. CREATIVITY</li><li>4. PROMOTION OF THE CULTURE AND TRADITION OF THE ROME LANGUAGE</li><li>5. HIGH ACTIVATION</li><li>6. THE UNIQUE ROMA ORGANIZATION, THE FIRST RADIO IN THE ROMA LANGUAGE AND THEATER IN THE ROMA LANGUAGE.</li><li>7. REPRESENTATION OF A NEW GENERATION WITH USEFUL INFORMATION AND HIGH QUALITY</li><li>8. HISTORY OF THE ORGANIZATION, ITS LONG-TERM ACTIVATION</li><li>9. BRIDGE BETWEEN THE COMMUNITY AND THE LOCAL AND CENTRAL LEVEL.</li></ol>	<ol style="list-style-type: none"><li>1. LACK OF SUFFICIENT CAPACITIES FOR RAISING FUNDS</li><li>2. GENDER EQUALITY IN THE ORGANIZATION</li><li>3. LIMITED TECHNOLOGICAL CAPACITIES</li><li>4. INTERNAL GOVERNANCE NEEDS IMPROVEMENTS</li><li>5. LACK OF PROFESSIONALS IN THEATER AND MUSIC FRAMEWORK FROM THE RANKS OF THE ROMA COMMUNITY</li><li>6. NEW TEAMS IN MUSIC AND FOLKLORE</li></ol>

<p>10. COOPERATION AT THE LEVEL WITH ORGANIZATIONS IN PRIZREN AND IN THE REGION</p> <p>11. TRUST FOR PARTICIPANTS OF THE ROMA COMMUNITY FROM THE DIASPORA.</p> <p>WEAK POINTS</p> <p>12. CULTURAL DOCUMENTATION</p> <p>13. SPIRITUAL HERITAGE OF ROME</p> <p>14. DISCUSSION WITH THE PUBLIC AT AN ADDED LEVEL</p> <p>15. PODCASTS IN THE ROMAN LANGUAGE AT AN ADDED LEVEL</p> <p>18. BUILT VOLUNTEER TEAM</p>	
<p>OPPORTUNITY</p> <p>1. THE ONLY ROME ORGANIZATION THAT HAS 2 ASSETS RADIO AND THEATER.</p> <p>2. THE ORGANIZATION THAT WORKS ONLY FOR CULTURAL AND SPIRITUAL HERITAGE</p> <p>3. COOPERATION WITH RELEVANT INTUITIONS AT THE RIGHT LEVEL</p> <p>4. ORIENTATION OF DONORS TO COMMUNITY ORGANIZATIONS AND LOCAL AFFAIRS.</p> <p>5. COOPERATION AT THE LEVEL WITH THE RELEVANT INTUITIONS</p> <p>6. INCREASE OF VOLUNTARY WORK AND YOUTH UNION</p> <p>7. INCREASING INTEREST IN ROMA CULTURE, LANGUAGE AND TRADITION.</p> <p>8. THE REFUSE TO POSTPONE THE PROBLEMS OF THE ROMA COMMUNITY IN THE MM OF PRIZREN, DUE TO NO REPRESENTATION.</p>	<p>THREAT</p> <p>1. DONORS' INTEREST IN CULTURAL ACTIVITIES AND MEDIA</p> <p>2. MEDIA AND CULTURE IS NOT THE PRIORITY OF THE INSTITUTIONS</p> <p>3. FINANCING ALTERNATIVES</p> <p>4. NOT GOOD EXECUTIVE AT CENTRAL AND LOCAL LEVEL</p>

9. ADVOCACY FOR COMMUNITY PROBLEMS TO IMPROVE POLICIES.	
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## 7. PRIORITIES OF DA

Durmish Aslano aims to ensure stability in its activity, protecting and promoting the cultural wealth of the Roma community. For the smooth running of the organization's activities for the years 2020-2024, the following steps are included:

### 6.1. Professional training and development of human resources

Eliminating deficits in the field of information technology and knowledge development will be the main priority. Identification and selection of appropriate personnel for departments and activities are foreseen in the strategy.

### 6.2. Strengthening the capacities of the organization

Organization and participation in relevant trainings will be the benefits of our NGOs. Applying synergistic thinking and accountability will help build capacity.

### 6.3. Pyramid: Donor-Municipality-Community

Implementation of the community strategy includes addressing issues arising from the community, including partnerships with donors, the Municipality and the cultural/artistic community in Prizren. This helps in the development of Roma culture in this municipality.

### 6.4. Diversity of donors

Improving the structure of donors and supporting the strategy of the organization in the radio "Romano Avazo" in the municipality is one of the key points of the strategy. In the planned budget, support for the activities of the organization's departments is the main objective.

## 6. IMPACT

**Appropriate Representation:** Ensure that the organization has appropriate representation and includes community members in the decision-making process. Active participation and community involvement in activities and projects is essential.



**Transparency and Communication:** How the organization communicates is important. Make sure you are transparent in decision-making, finances and goals. Open and regular communication with the community is key to ensuring credibility.

**Social Responsibility:** The actions and activities of the organization must be in accordance with the needs and values of the community. By having a clear social responsibility and focusing on the overall good of the community, the organization will gain their support and trust.

**Community Impact and Empowerment:** A successful organization must work to impact its community. By strengthening capacity and helping to solve key issues affecting the community, the organization will gain recognition and support.

**Impact Monitoring:** Monitoring the activities and impact that the organization has on the community is essential. Identifying success, but also problems and fixing them based on accurate assessments, will help increase credibility.

**Collaboration and Information Sharing:** Collaboration with other organizations, donors and important institutions will help strengthen the impact in the community. Sharing information and collaborating on joint projects will increase visibility and support.

As the culmination of our vision and efforts, our ultimate goal is to create a sustainable environment that reflects the harmony between humanity and nature. We see this as an obligation to future generations, a bequest for which we are responsible. To this end, we will continue our commitment to protecting and repairing ecosystems, preserving biodiversity, reducing the impact of pollution, and promoting a sustainable culture in society. With our continued commitment to innovation, education and community awareness, we aim to create a society where respect and protection of the environment is paramount. Based on our values and cooperation with our local and international partners, we want to be a model of positive change in facing the environmental challenges of today and the future."

**On October 21, 2023, at the Assembly of the "Durmish Aslano" Organization, the "Durmish Aslano" Strategy for the period 2022-2026 was approved, including changes and new arrangements for the operation of the organization.**