



NGO "DURMISH ASLANO"

STRATEGY OF "DURMISH ASLANO" 2022-2026

1. INTRODUCTION

The strategy of the NGO "Durmish Aslano" aims to serve in clarifying the objectives and activities of our organization for the years 2022 -2026, and is based on ensuring the sustainability of the organization.

During the planning of the DA strategy, it was observed that: the problems that the Roma, Ashkali and Egyptian communities had, continue to be current, while access to these topics should be increased. Durmish Aslano is seen as more than an organization that aims to protect and promote Roma culture and tradition.

The strategic plan of Durmish Aslanos aims to highlight the organizational and operational values of this organization, believing in their activities and initiatives.

Durmish Aslano has two departments under her umbrella: radio "Romano Avazo" and Roman theater "Nexhip Menekshe".

The strategic plan of the "Durmish Aslano" organization is based on the primary need for the structuring of departments, activities and intervention needs. The strategy is drawn up in the following components: analysis of experiences, projects and organization chart, the idea of progress, professional advancement and the need for intervention or intervention, improvement and activation. This strategy will also represent the orientation of the organization for certain years, which have been foreseen by the drafting staff.

The Roma community, mainly in Prizren, has launched many important initiatives for the protection of the Roma language, culture and tradition, while the institute that has promoted, supported and raised awareness is Durmish Aslano with its radio departments "Romano Avazo" and Roma Theatre. Nexhip Menekshe". The problems of representation at the local level, the unclassifiable approach, assimilation, lack of information about Roma tradition, culture and history, forces "Durmish Aslano" to continue activities with increased quality

2. FOR DURMISH ASLANO

NGO "Durmish Aslano" was founded in 1969, it functioned as a cultural-artistic society until 1999. Immediately after the last conflict in Kosovo, the activities have resumed. In 2001, it was registered as an NGO, with the aim of representing the interests of the Roma community and



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improving their position in Kosovar society. There have been a number of activities and projects in the education of young people from the Roma, Ashkali and Egyptian communities, with supplementary classes and learning centers. It has been and is a priority center for the promotion of Romani culture, tradition and language, it has done this in the theatrical form. Durmish Aslano has two departments under his umbrella, the radio "Romano Avazo" and the Roma theater "Nexhip Menekshe". Durmish Aslano is part of the Network of cultural organizations, the Network of youth organizations, Civikos and has strategic partnerships with several organizations.

Radio "Romano Avazo" is a non-commercial radio, opened in 2007, which deals with sensitive topics for the promotion of the problems of the Roma community, as well as debates on common issues that directly affect the policies of the Roma, Ashkali and Egyptian communities. Moreover, Romano Avazo is the Roma community's primary source of information and plays the role of a bridge between the relevant actors, the Community and the relevant Intuitions. It deals with the debate shows in annual series, i.e. 48 shows with 12 topics, where all the relevant actors are involved, with the aim of first-hand information and promotion of the ideal part. Romano Teatro "Nexhip Menekshe" formed in 1989, by the intellectuals of the community Roma in the municipality of Prizren. Since 2001, it has been operating under the umbrella of the NGO "Durmish Aslano". protection of the Roma language.

VISION, MISSION

Prizren is the epicenter of cultural activities, the Roma community in a real cohesion is a crucial shareholder on the cultural mosaic and the promotion of ethnic and civic values. Basically, the sensitivity of healthy media information, from the source to the target, is a discourse where "Durmish Aslano", specifically the "Romano Avazo" media department, is delving into the media framework as a result of deficits in many spheres. Cultural documentation is the most important part that "Durmish Aslano" is dealing with. DA continues to promote the language, culture and cultural heritage of the Roma community, as well as the media, youth, and gender roles are components that are assigned to it as an integral part of its functioning.

Durmish Aslano's continuous advocacy in the medial dimension for local and central policies, raising the priority of the Roma community in our society, has thus also made it possible to attract the attention of donors to the Roma media, socio-economic and cultural problems, etc.



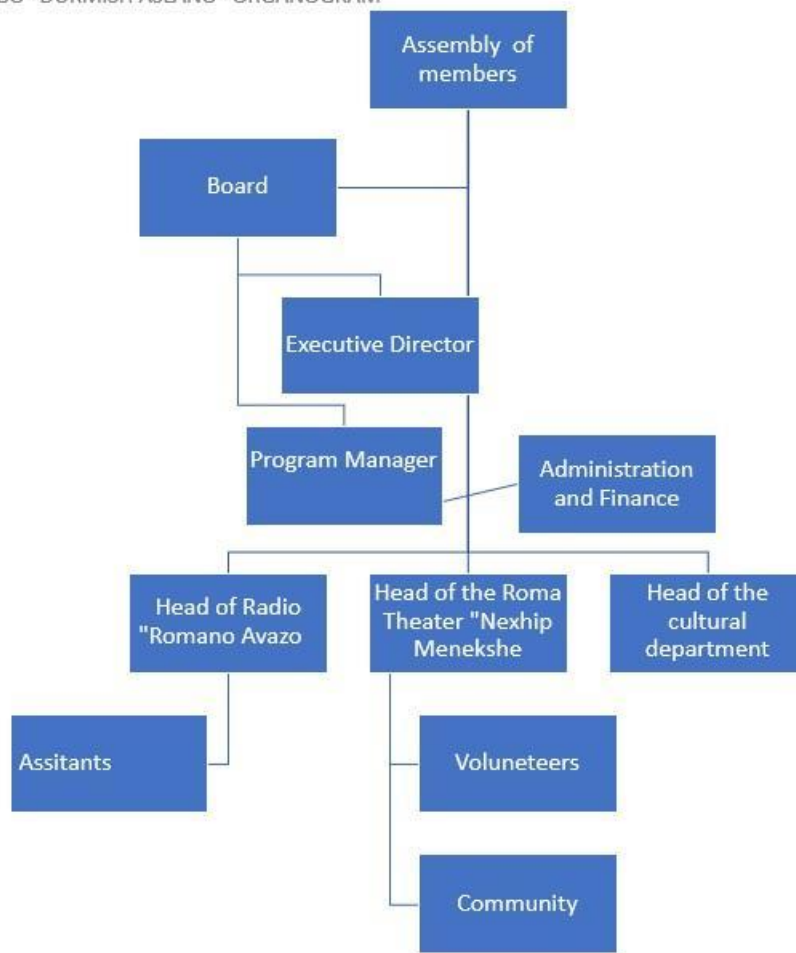
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Durmish Aslano's mission is: "To help the process of full integration of the Roma community, through the development and implementation of the most advanced democratic practices and concepts, raising and strengthening the capacities of the relevant actors", who with the various activities it is acclimatizing it in accordance with the organization's objectives and strategy.

3. ORGANIZATIONAL STRUCTURE



NGO "DURMISH ASLANO" ORGANOGRAM





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4.STRATEGIC GOALS

Durmish Aslano for the year 2020-2024, will have two strategic goals, which also contain detailed objectives for the realization of activities:

Strategic goal 1- Promotion of Roma culture, tradition and language

Strategic objective 1.1- Increasing cultural activities, cultural education;

Strategic objective 1.2. The promotion of the artistic values of the Roma Theater "Nexhip Menekshe", which deals with important topics for the promotion of Roma culture, tradition and language;

Strategic objective 1.3. Creation of space for volunteers;

Strategic objective 1.4. Involvement of certified persons;

Strategic goal 2- Information in the Roma language, advocacy for the improvement of the state of the community

Strategic objective 2.1 Creation of a research program based on the needs and desires of listeners;

Strategic objective 2.2. 48 Debates in a year which have topics for the improvement of local and central policies;

Strategic objective 2.3. Increasing the information of media technology, the aim of which is to increase visibility;

Strategic objective 2.4. Engagement and empowerment of the "Romano Avazo" radio website



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Objective 1.1. Prizren is a city of cultures, it is rich in cultural activities, where Durmish Aslano is also a part. But when we make an analysis about the cultural activities that Prizren baptizes, it comes to the conclusion that these activities should be added more. Cultural activities, where we directly connect to Roma music and folklore, which needs to be strengthened and brought to life. The promotion of musical, artistic and other beneficial values that this community has is a crystallized point of our organization. The promotion of autochthonous and old songs of the Roma community with an organized concert will add to the cultural values of this community. The folklore group needs a restructuring in terms of new activities by a choreographer from the Roma community who has knowledge of the dances/choreographies of this community. Promotion of these old dances are important for Roma culture and tradition. In the harmonization of the statute of the NGO "Durmish Aslano" it has been added as a key point for young people also for non-formal education, namely cultural education. The Roma community has a very rich culture, but it is rarely shown. Animation by inadequate music has mislabeled both the tradition and the personality of this community. Durmish Aslano aims for a cultural education for the youth of the Roma community based not only on the Roma culture but also on the multicultural culture of the municipality of Prizren. These activities are not very widespread, since the interest or awareness of such activities was not foreseen earlier. Activities that should be changed, cooperation with experts in the Cultural field, knowing that culture is a broad topic that can be debated. Prizren has made good progress in this direction, but not the Roma community. Cooperation between competent organizations in the form of trainings would be ideal as to how I can increase the capacities of the NGO in question, which will have a special focus on these digasters. Training on topics such as: organizing a qualitative event, promoting the event on social media, organizing a multicultural festival, cultural heritage training, etc., as well as, Creating an adequate group, cultural education will also include several other segments. Organization of courses that members of the Roma community need to increase their existing capacity. Courses for instruments, courses for singing, dance, etc.

Objective 1.2. The Roma Theater "Nexhip Menekshe" was formed in 1989, by the intellectuals of that time. In 2001, this theater became a department of the NGO "Durmish Aslano". Romano Teatro "Nexhip Menekshje" performs once every year, for the International Day of Rome, while the shows it performs are also shown in other places in Kosovo and abroad. The theater has gained a significant audience not only in Prizren, but also in cities such as Pristina, Ferizaj, Gjilan, Graqanica, Skopje, Kumanovo



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and Veles. There is a very good collegial relationship with the professional theater "Bekim Fehmiu" where in every new project there is a cooperation and professional consultancy from them. In the last five festivals outside Kosovo, he has represented Kosovo and won first place as the best show. It deals with the daily topics of the Roma community with local authors. The aim of the theater is to promote the Roma culture, tradition and language, through the theatrical performance. The importance of this Theater stems from the protection of the Roma language, culture and tradition, as well as the artistic promotion of this community. For more, the Roma Theater "Nexhip Menekshe", on stage, shows the life of the Roma community, belonging to the real events that protect from everyday life. It is the only theater of the Roma community in Kosovo, perhaps even bigger, which has a 30-year experience, and now has a body of healthy and high-level actors. For the evolution and strengthening of the activities, the goal has been: Strengthening the capacities of the Artists of this troupe, where the Roma Theater "Nexhip Menekshe" has a qualitative background in acting, directing and theatrical performances. The theater has had collaborations with the professional theater "Bekim Fehmiu" almost every year. This theater has baptized a new generation, where the actors are students and high school students. Here there is a need to hold several courses by professionals of this kind who will renew the capacities, skills and experience of this troop. The increase of capacities in all branches is always welcome to the DA, while a project of this level will increase the ability and sustainability of this force. The responsible growth of the board and the leader for the selection of performances and activities during the year Romano Teatro "Nexhip Menekshe" has created an informal board in the first meeting after the engagement of the new director. The primary need in this direction arises in the exchange of experiences with theater boards, in terms of new performances, new activities, etc. It would be ideal for this board to research more, where the performances can be shown where the Roma community is located in Kosovo and abroad.

Objective 1.3. Volunteers are the most important part for any platform, their access to every activity will not only increase their quality as an organization, but their experience gained from these activities will serve them well in the future. The Roma Theater "Nexhip Menekshe" has a considerable number of volunteers that it engages during performances, but this can also happen in the music and folklore section. The creation of a group mainly made up of volunteers, for the musical and folklore sections, will be very fruitful for three parties: the Community, the Volunteers and the Organization. According



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to the latest research done by our organization, the Roma community has a graduate in the music department as well as a student in the third year, in the same department. Their involvement in our activities, perhaps even as an executive part, is welcome, for cooperation, professional advice and quality.

Objective 2.1. Romano Avazo was formed in 2007, has been and is a promoter for the protection and heritage of the Romani language in Prizren and Kosovo. It has created a crucial relationship with the local government by addressing the issues of the Roma community to them and to inform the Roma community about the innovations that affect their interests. Romano Avazo advocates for issues that directly affect the Roma community in Prizren, and also informs in the Roma language about all the news. Radio "Romano Avazo", at the beginning of the month of November, had launched a questionnaire on the concentration of income areas from Roma and non-Roma listeners. Based on those questionnaire studies, the conclusion was that Radio "Romano Avazo" should have specific broadcasts for which it has created a significant audience. Primary health, informative shows, Horoscope or daily news and entertainment shows which are done once a week. High-level awareness of Roma History, Language and Culture through thematic shows, one of the topics which in recent times has appeared to be necessary for the Roma and non-Roma community, is information on Roma History, Language and Culture. Thematic shows, which come from the right sources and are coordinated by competent people, will show the richness of the Roma culture, which is considered to be very deep and diverse. Cooperation with the preliminary activity for promotion in social media will increase the sustainability and visibility of these activities. As the most distinguished experiences of the questionnaire were our advocacy debates and entertainment shows from Facebook.

Objective 2.2. Romano Avazo has a more distinct program alongside other mediums in Prizren or Kosovo. Although it is a medium of the Roma community, it organizes advocacy, lobbying and informative debates and shows. The source of these debates comes from the need for the intervention of the Roma community, who are not exposed at the right level. Debate on various topics and is considered a bridge between the community and relevant institutions. In these debates, points of view are usually taken from people of different levels, who make up the mosaic of need and responsibility. Officials of a digastery, members from civil society, the community and political parties



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(position or opposition). Through the social media program, our debates have direct access and are addressed to the competent persons. 48 debates with 12 different topics, which are directly related to the community, each time there is maximum concretization in the concerns and needs of the community which will be addressed to the executive officers and priority information on the aforementioned topics will be provided first hand or the person in charge. The debates are very fruitful, as the benefits served to the community are too great. These debates should be continued in the most sustainable way, although the character should be the same, but the influence and involvement play a delicate role.

Objective 2.3. Activating social media in the highest way (YouTube, Facebook, Instagram) will build a higher and healthier visibility for our activities. Social media is a real power, but if it is used for specific ideas, it becomes even more important. Radio "Romano Avazo", in the tests it has done, has noticed that the power of Facebook is very strong in accessing the community, as well as other social platforms. Creating a stable and strong domain that will install our live radio all the time is the biggest effect of this objective.

Objective 2.4. Radio "Romano Avazo" also has its own website. Every day it is posted on this web page, voluntarily by the permanent staff of the radio. Maintenance, functionality, durability will be very sensitive parts of this objective. The creation and expansion of a source of human security for this field will be another objective of Durmish Aslano.

5. SWOT ANALYSIS

STRENGTHS	WEAK POINTS
<ol style="list-style-type: none">1. CLOSENESS IN THE COMMUNITY2. HARMONY IN THE STAFF3. CREATIVITY4. PROMOTION OF ROMA LANGUAGE CULTURE AND TRADITION5. HIGH ACTIVATION6. THE UNIQUE ROMA ORGANIZATION, THE FIRST RADIO IN THE ROMA	<ol style="list-style-type: none">1. CRITICAL STAFF THINKING2. LACK OF NEW STAFF3. INSUFFICIENT WRITING COMPETENCES.4. LACK OF SUFFICIENT CAPACITIES FOR RAISING FUNDS5. GENDER EQUALITY IN THE ORGANIZATION6. LIMITED TECHNOLOGICAL CAPACITIES



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<p>LANGUAGE AND THE THEATER IN THE ROMA LANGUAGE</p> <p>7. EMBRACING A NEW GENERATION WITH USEFUL INFORMATION AND HIGH QUALITY</p> <p>8. HISTORY OF THE ORGANIZATION, ITS LONG-TERM ACTIVATION</p> <p>9. BRIDGE BETWEEN THE COMMUNITY AND THE LOCAL AND CENTRAL LEVEL.</p> <p>10. COOPERATION AT THE LEVEL WITH ORGANIZATIONS IN PRIZREN AND IN THE REGION</p> <p>11. RELIABILITY TO PARTICIPANTS OF THE ROMA COMMUNITY FROM THE DIASPORA.</p>	<p>7. INTERNAL GOVERNANCE NEEDS IMPROVEMENTS.</p>
<p>OPPORTUNITIES</p> <p>1. THE ONLY ROME ORGANIZATION WHICH HAS 2 ASSETS, THE RADIO AND THE THEATER.</p> <p>2. POTENTIAL FOR GROWTH FOR VOLUNTEERS</p> <p>3. COOPERATION WITH THE RELEVANT INTUITIONS AT THE RIGHT LEVEL</p> <p>4. ORIENTATION OF DONORS TO COMMUNITY ORGANIZATIONS AND LOCAL AFFAIRS.</p> <p>5. COLLABORATION AT THE LEVEL WITH THE RELEVANT INTUITIONS</p> <p>6. INCREASING VOLUNTEER WORK AND YOUTH UNION</p> <p>7. INCREASING INTEREST IN ROMA CULTURE, LANGUAGE AND TRADITION.</p> <p>8. STALLING OF PUSHING THE PROBLEMS OF THE ROMA COMMUNITY IN THE KK OF PRIZREN, BECAUSE OF NO REPRESENTATION.</p>	<p>RISK</p> <p>1. DONORS' DISINTEREST 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 THE CENTRAL AND LOCAL LEVEL</p> <p>5. NO COOPERATION WITH THE OFFICES WHO HAVE A MISSION FOR LANGUAGE PROTECTION</p>



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9. ADVOCACY FOR COMMUNITY PROBLEMS FOR THE IMPROVEMENT OF POLICIES.	
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6. PRIORITIES OF DA

Durmish Aslano as a primary has stability by believing in her background, not only the protection and promotion of the cultural assets of the Roma community, Durmish Aslano is also completing the advocating, mediating and awareness-raising part. The specification of NGO departments and the allocation of duties to competent leaders will be the first step to realize the organization's activities and goals for 2020-2024.

The creation of a sound and safe infrastructure for achieving results will be based on these points:

6.1. *Professional training and human resource development*

Eliminating IT deficits in a professional manner and expanding the range of knowledge will be the top priority of our organization, to ensure the quality of human resources who will be part of our work. Identification of adequate persons who are related to the departments and activities that are foreseen in the strategy.

6.2. *Strengthening the capacities of the organization*

The organization or participation in trainings related to the aforementioned fields will be one of the welcome benefits of our NGO. Applying synergistic thinking, transparency and accountability to be part of capacity building.

6.3. *Pyramid: Donor-Municipality-Community*

Addressing the primary issues that originate from the community and spread to them and the cultural/artistic community in the wider Prizren municipality will be necessary for the design of projects and the search for basic ideas. Cooperation with this mentioned high pyramid will be an organic and not artificial activity, making the Roma culture important and more valuable in the municipality of Prizren. The implementation of the community strategy, which also covers



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cultural and media issues

6.4. *Donor Diversity*

A mosaic of donors, addressing activities to permanent donors and not duplicating them, is one of the key points of the "Durmish Aslano" strategy. The support of the municipality for the radio "Romano Avazo", which is foreseen with the strategy, we are going to enter as a special code in the budget of the municipality, it will be emphasized in our priorities. In addition, we have two departments, the radio "Romano Avazo", the theater "Nexhipm Menskeh" and other cultural activities. Adequate and primary support to the planned activities is our strategic objective

The strategy of Durmish Aslano 2022-2026 was approved at the annual meeting of the Assembly of Members of "Durmish Aslano", held on November 10. 2022 in Prizren.

In the name of the assembly of members

On behalf of the NGO "Durmish Aslano"

Sejnur Veshall, General Manager of "Durmish Aslano"
Islam Elshani, Speaker of the Assembly.