PROGRAM PROPOSAL

ESTABLISHMENT OF CULTURAL INFORMATION CENTRE (VILLAGE MUSEUM) IN MOROGORO REGION

Funding Window: International Fund for Cultural Diversity (IFCD)

ADLANA CO. LTD
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1.0 Program Background and Problem Statement

1.1 Program Background

ADLANA\(^1\) Company Limited (ACL) has prepared a proposal on the construction of Village Museum in Morogoro Region with particular focus to collect, preserve, research and present objects and material of cultural, religious and historical importance to community. Like many other societies, different communities in Morogoro region had history made from diverse approaches they did to sustain their livelihood in social, economic and religious aspects among others. The approaches commonly referred to as traditions and customs constituted what in modern day called culture of a particular community. They include tools used in production, handcraft works, traditional housing styles, dance, songs, worship and worshipping sites, election/inheritance of leaders, preservation of food, medicines, healing, marriage and many more.

All the above had happened many years ago but still forms strong foundation of some societies especially when performing some rituals in modern society. Currently, there is a danger that most of objects of historical and cultural importance are disappearing due to lack of proper documentation and preservation. Further, most elderly people in societies who could narrate on the past are gone, thus, threatening the loss of old history.

However, the past traditions and culture are still important for their value bestowed in academics and research institutions as well as general public for purpose of studying, enjoyment and researching on heritage of humanity. So it is important to make efforts to ensure protection, preservation, researching and exhibition of these objects of historic and cultural significance. All these will be successful once a facility, Village Museum, is constructed for such identified purposes. Further, the facility will need personnel experienced in practicing and delivering

\(^{1}\) Is a registered company in Tanzania whose vision is to create value through excellence in people, supplies, quality and innovation, while striving to avoid harm to the clients’ employees & assets, the community and the environment, and reducing environmental footprint through the sustainability programs; and its mission is to serve the community and organizations by supply of developmental requirements and promoting health and safety, environmental protection, livelihoods enhancements and regulatory compliance. The company was registered in 2014 under Tanzanian Laws.
information to visitors, and guide them different old sites. This would directly provide employment opportunities to people and markets of traditional objects in respective communities.

In this regard, ADLANA Company Limited (ACL) has prepared a proposal on construction of Village Museum in Morogoro as a cultural and historic resource/information centre that is in line with the funding objective of reinforcement of institutional capacities of Public Sector deemed necessary to support viable local and regional cultural industries and markets in Tanzania.

1.2 Statement of Problem

For long time, preservation of culture, skills and knowledge depicting historical transformations of most societies is challenged by lack of appropriate means for preservation. It has been known that story telling is the main way where the past events can be transferred to present and future. Obtained information can be recorded/document at individual level but not properly preserved which might not benefit the large community when wanting to learn about the past. Further, other parts of past culture cannot be properly transferred via story telling. For instance handcraft works, previous (crude) tools used in systems of production, traditional houses etc. need more than writings on papers. Without proper documentation and preservation, all these cultural settings may end up lost or being damaged especially when old men who used to tell stories are no longer alive. It is therefore that without a proper and modern facility (information centre) that will guide in researching, documenting, preserving and disseminating existed traditions, customs and culture, there is a great fear of losing such precious history.

As such developing a facility “Museum Village (Kijiji cha Makumbusho)” would ensure among other things, protection and preservation of past culture and traditions, promote awareness on peoples’ past and create sustainable employment opportunity to most youths and women who will be involved in daily receiving visitors and send them cultural and historical sites within the region.

At the current state, the Morogoro regional office for cultural affairs plays the role of providing technical advice, identify markets and facilitate participation of cultural groups in various exhibitions within the region or at National level. Activities for financial support of groupings involved in cultural activities, researching, documentation and preservation of cultural heritages are severely hindered by inadequate financing ability of the office.

2.0 Objective of the Program

2.1 General Objective

The main objective of the program is to establish Regional Cultural Information Centre (Village Museum).
2.2 Specific objectives

a. Establishment/construction of the facility with associated structures
b. To preserve extinguishing objects of cultural and historical importance
c. To create employment opportunities to groups involved to handcraft activities based on traditions
d. To highlight and raise awareness on evolution of different communities in course of changing technology
e. Marketing the information Centre through various media for eco-tourism in the region

3.0 Program Process

The program is expected to be implemented through Public-Private Partnership (PPP) involving Morogoro Regional Cultural Office and International Fund for Cultural Diversity (IFCD). Since ADLANA Company Limited (ACL) has initiated the program, its roles will be basically supervision during processes of implementation and periodical reporting to the funder on the progress of the work.

4.0 Work schedule

Once the proposal has been approved, the parties will determine the work schedule that will not cross the duration of 24 months basing on funding requirements.
### Deliverables

<table>
<thead>
<tr>
<th>S/n</th>
<th>Deliverables</th>
<th>Timeframe (Months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Acquisition of the land/area for establishing the facility</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Designing of the facility</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Establishment/constructio of the facility with associated structures</td>
<td>3-6</td>
</tr>
<tr>
<td>4</td>
<td>Transfer of objects of cultural/historic importance to the facility</td>
<td>6-12</td>
</tr>
<tr>
<td>5</td>
<td>Supervision during designing and establishment of facility</td>
<td>13-24</td>
</tr>
<tr>
<td>6</td>
<td>Handing over the facility to the Morogoro Regional Cultural Office</td>
<td>24</td>
</tr>
</tbody>
</table>

### 5.0 Budget

The proposed budget for the accomplishment of the program is $126,000 of which $96,000 will be from main funder (IFCD) and matching fund (in kind) amounting to $30,000 will be provided by the regional cultural office. The budget elements are briefly elaborated below;

<table>
<thead>
<tr>
<th>Category</th>
<th>IFCD contribution</th>
<th>Partner contribution (if any)</th>
<th>Applicant contribution (if any)</th>
<th>Total Cost</th>
<th>%</th>
<th>Notes</th>
</tr>
</thead>
</table>

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<table>
<thead>
<tr>
<th>Activity</th>
<th>Budget</th>
<th>% of Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition of the land/area for establishing the facility</td>
<td>$30,000</td>
<td>23.81%</td>
</tr>
<tr>
<td>Designing of the facility</td>
<td>$9,000</td>
<td>7.14%</td>
</tr>
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<td>Establishment/construction of the facility with associated structures</td>
<td>$47,000</td>
<td>37.30%</td>
</tr>
<tr>
<td>Transfer of objects of cultural/historic importance to the facility</td>
<td>$10,000</td>
<td>7.94%</td>
</tr>
<tr>
<td>Supervision during designing and establishment of facility</td>
<td>$30,000</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Grand total</strong></td>
<td><strong>$126,000</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

6.0 Company Information

**Lead applicant Information**

Lead applicant details: Organisation name, key contact person name, designation, email and phone number

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² Business Registration and Licensing Agency for Tanzania