

Issue #3  
Sept. 2020

# anaSudani

## **Sudan, is it time to go back?**

“Sudan’s professional  
arsenal and rural  
development are golden  
keys to the propulsion  
of our economic  
growth.”

... SO HOW  
DO YOU GET  
MOTIVATED  
TO MOBILISE?



## The Telegraph

Sudan declares state of emergency amid flooding as River Nile swells to highest level in almost a century



## A moment of Reflection

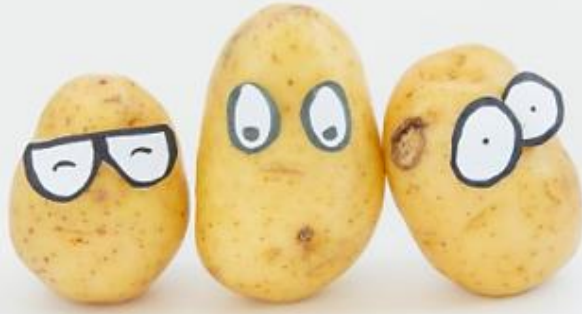




# Floods 2020



# Society



## “Addressing the societal well-being of our nation, not just economic well-being”

Having come across an interview with Jacinda Ardern, Prime Minister of New Zealand, she promoted her government’s new strategy, essentially placing *people* at the heart of political strategy.

This was reassuring to hear, as it is a need that we at anaSudan began to vividly see from our experiences and the data we’ve been collecting since our launch last year.

Despite all of the great excitement about the implementation of projects on the ground in Sudan, we kept coming back a full circle to the same point; and that is we need to do some work first to prepare ourselves as people and communities to be able to succeed in implementing rewarding projects.

And this doesn’t only apply to those of us living in Sudan, but those of us living abroad.

Jacinda Ardern expressed awareness that “reporting on economic growth alone doesn’t show the full picture” and advised of the launch of a *Living Standards Framework* and well-being budget with the stipulation that “any minister wanting to spend money must first prove they are going to improve *inter generational well-being*”.

She believes “this is how we could match expectations and try and build trust back into institutions again *no matter where you are in the world.*”



# Society



## MAKE THE IMPOSSIBLE POSSIBLE

### *How could we benefit from this in Sudan?*

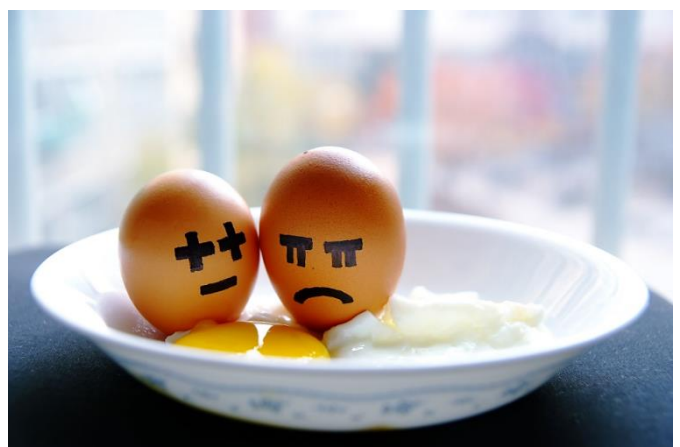
Like Jacinda Ardern said, we also believe “*addressing the societal well-being of our nation, not just economic well-being*” should be at the core of Sudan’s political fabric and governance frameworks.

Societal well-being or lack of, in our view, is at the very core of the ongoing societal conflict that’s been with us for at least 3-4 generations, in fact since our independence.

Could this be the essence of our struggle to achieve political stability and the key that will churn our ailing economy, despite our vast natural resources? Could the answer be in **empowering people through a greater focus on their well-being**, to enable them to empower themselves and their communities for the collective benefit of the nation?

There is now more than ever a need for a greater level of trust being built between institutions and the individual, in order to collect relevant data to aid the bridging of gaps in services, whether poor services or the lack of, both in urban and rural areas.

Jacinda Ardern suggests her government hopes to “embed in what the public is asking for to address social well-being”. If we were to put this in context of project delivery, it is comparable to establishing the original need of an end-user and fulfilling that need – surely in a nutshell that’s what should shape our political priorities.



# Society



## People Build Nations, Not The Other Way Around.

*A healthy society mentally, physically and emotionally* will be an innovative society, and that creativity can drive entrepreneurship and contribute to churning the wheels of our economy.

We are in desperate need for a change in political tactic, seeing as nothing seems to have worked yet. Perhaps the missing piece of the puzzle has always been *placing people square at the heart of political strategy.*

We think a total shift in political strategy, which prioritises the focus from *‘fix the economy to fix people’s lives’* to

*‘empower the people who will fix the economy and their lives’.*

Why not also place a greater focus as a nation on, amongst others:

*Mental, physical and emotional well-being;*

*Improving public services;*

*Improving wages and quality of life;*

*Empowering young leadership;*

Shifting the focus to the well-being of the individual can mean each person will not be distracted with worries about their basic life needs, which may be the catalyst that gets the pendulum swinging towards a transition from a *consuming nation to a producing global player.*



## Celebrating Sudan's Young Talent:

### **Khaled Rashad Hassan**

Khaled Rashad Hassan, 16 years old, is in his second year of high school and he is passionate about electronics and robots. He says that as a youngster he used to dismantle electronic games in order to explore the mechanism in which they operate. He started programming at the beginning of 2018 and learned it through YouTube. Among the projects that Khaled has undertaken, is a mobile phone controlled car, which stops as soon as something passes in front of it to avoid a collision. He has also worked on project to control the irrigation of agricultural projects and regulating temperature to achieve high and low humidity. He has also built a device that controls all household appliances from anywhere and represented Sudan in RARC 2019, a global competition in Ghana, where he



*Image source: [www.constructionmanagemagazine.com](http://www.constructionmanagemagazine.com)*

presented a project featuring an ambulance that controls traffic lights as it passes them in an emergency. He has won second position at the level of the Arab World, with his friend Mustafa from Egypt, in the robotic competition 'Roboty Mawhibty'. Khalid is now part of the team representing Sudan in the First Global challenge, an Olympic style robotics competition.



*Photos source: [roboticist.com.my](http://roboticist.com.my)*





Photo source: *Wikipedia*

# LET'S GET SUDAN THRIVING AGAIN!

## Sudan, is it time to go back?

A few of us living abroad have considered for some time the question of when it is a good time to finally go back home semi-permanently or permanently.

Following the revolution this question became more prevalent, but with many reservations.

When considering the notion of rebuilding our economy and social fabric, repatriation of many Sudanese from abroad can play a vital role, as they won't only come with large savings and can potentially make investments, but a large proportion of

are elite experts in their fields, bringing with them years of tried and tested methods of working, technical knowhow, innovation, discipline, values etc.

In considering the potential positive impact, could it be said that repatriation should play a major role in our economic and social reform strategies?

But some may ask, besides being home with our families, what else can be gained by way of available investment opportunities and services etc.? How can the government entice us to return home to justify forgone opportunities readily available abroad?

Share your thoughts by emailing us at [projects@anaSudan.net](mailto:projects@anaSudan.net).



# Repatriation process: when is it time to go home?

July 30, 2019



## **An article by Allianz Care:**

Making the decision to return home after time on international assignment is difficult. Whether you have lived abroad for a number of years or are nearing the end of a shorter assignment, there is a lot to think about. But how do you know if it is time to go home?

There are many reasons why you may be considering a return to your home country. Some of the most popular include:

**End of assignment:** this is one of the most common reasons for repatriation to occur. If your visa to work in a particular country is linked to your role, you may not have much choice but to return home.

**Missing family and friends:** this is a motivating factor for many expats who have been abroad for a long period to return home.

No matter how settled they may be in their home away from home, the support of family and good friends is difficult to replicate. This is particularly true if you decide to start a family while abroad. You may want your children to grow up near grandparents or other relations.

**Language barriers:** living as an expat may have been easy while working on assignment in your native language but what happens then? If you are not fluent in the local language it might be challenging to move from your existing role to another role in your expat destination.

# Repatriation Process Cont'd..

**Health concerns:** if you have access to universal healthcare in your home country then health concerns might be a reason to return home. It is important to research carefully if you are returning home for this reason because you may not automatically qualify for healthcare immediately.

**Better prospects:** finally, if you and your family believe your career prospects are better in your home country this might spark a desire to return home.

## **Expatriate burnout**

Expatriates do not always return home for positive reasons. One of the difficulties faced by employees working abroad is 'expatriate burnout'.

The causes may be varied:

- Challenges at work
- Difficulties at home
- Loneliness

## **Relationship problems**

But the result is the same - you are tired of the expatriate experience and want to return home. Before acting on expatriate burnout, take some time to: Analyse the source of the problem: can you take some time off work? Get out of your usual routine? A short holiday or retreat may help you recharge or provide you with perspective you need.

**Explore your city:** if getting away is not possible. Take some time out to explore where you live. Do something you enjoy, visit a museum or gallery or go to a sports game. See if these experiences help you build a better connection to the place you live.

## **Repatriation problems**

Once you have made the decision to return to your native country you may feel like settling in will be easy. You are back to friends, family and familiar surroundings. Unfortunately it isn't always that simple. Repatriation is a process and should be treated as such. It is rarely a good idea to make the decision to move home rashly. Take some time to understand some of the challenges you may encounter:

## **Reverse culture shock**

Many businesses offer pre-assignment training to expats before they leave however it is less common to provide repatriation training even though the shock can be similar. After an initial settling in period, you may have become used to life in your new home. Reverse culture shock is when your routine on international assignment no longer fits in with social norms at home. Additionally, although you expect your home country to be as it was when you left, in reality many things are likely to have changed. Particularly if you have been away for some years.



# Repatriation Process Cont'd..

## Changes in the lives of family and friends

While you may be returning home in a similar situation to before you left, the same may not be true of your friends and family. Those closest to you may have formed new relationships, ended relationships or had children while you were away. So it may not be as easy to fall back into your old routine with them. If you are moving home, try to allow for this, in time you will develop a 'new normal' for your relationship with them.

## Returning to your previous role

EY's Global Mobility Effectiveness Survey shows that almost 1 in 2 employees return to the role they had before going on assignment.

This may be a particularly difficult situation to find yourself in after spending time working at a global level. Many repatriated employees vote with their feet, 16% of employees leave within 2 years of returning from international experience.

## Overcoming repatriation problems

There are a number of things you can do to make the process of repatriating easier:

**Speak to HR:** some employers are beginning to offer repatriation training.

**Leverage your mentor:** if you have an experienced expat mentor, ask them about the process of repatriation and how they overcame associated difficulties.

**Executive coaching:** if you don't have access to either of these, consider some professional coaching through the process. Start sessions online before you return then move to in-person sessions when arrive home.

**Develop plans:** make plans for your return both professionally and personally. Having goals in both areas of your life should make returning home easier.

**Time:** in our fast-paced world, it is easy to get impatient with how long things take but remember you are human and it is normal to feel challenged by change.

**During this time of decision making,** don't forget your health and wellbeing. If your international health insurance is up for renewal soon we would be happy to help find the best solution for you.

# Business & Industry

## Revitalising Sudan's Non- Oil Exports

A Diagnostic Trade Integration Study  
(DTIS) Prepared for the Integrated Framework  
Program - 2008

In this edition of our publication and throughout the next few issues, we will be featuring parts of this interesting study. The study is the source of all text and images of this feature. Read the full study here: <http://drive.google.com/file/d/1RUpYaBSy1wTYR0gNgfIV0wknsZJML8yC/view?usp=sharing>

### PREFACE

This Sudan Diagnostic Trade Integration Study (DTIS) has been prepared at the request of the Commission for World Trade Organization Affairs of the Government of Sudan as part of the Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries (IF). The IF is a multi-agency, multi-donor program established by WTO trade ministers in 1996 to promote the integration of least developed countries (LDCs) into the global economy. The participating agencies are the International Monetary Fund (IMF), the International Trade Center (ITC), United Nations Conference on Trade and Development (UNCTAD), United Nations Development Program (UNDP), the World Bank and the World Trade Organization (WTO).

(Page 39)

### 3. SECTORAL CONSTRAINTS TO COMPETITIVENESS

#### AGRICULTURE

Increasing the exports of agricultural products is critical to reducing poverty and supporting economic growth in Sudan. Agriculture historically generated the bulk of Sudan's foreign exchange earnings through a diversified basket of exports that includes cotton, gum arabic, livestock, sesame, and a number of smaller commodities. The sector provides employment for about 70 percent of the country's population, generates around one-third of total GDP, and provides inputs to many major manufacturing industries (e.g., edibles oils, leather, and sugar). Several of the major exports (e.g., sheep and gum arabic) are produced



## Cont'd...

# Revitalising Sudan's Non-Oil Exports

Although agriculture continues to provide the majority of export revenue outside of the oil sector, growth in recent years has been tepid, and the real value of exports remains below levels enjoyed in the 1960s and 1970s. Exports of most goods are concentrated in few foreign markets, making them vulnerable to disruptions. The sector suffers from low productivity and high marketing costs. These factors exacerbate the loss of export competitiveness caused by the appreciation of the Sudanese currency. Addressing these constraints will require investments in research and extension, rationalization of taxes and fees, improved trade promotion institutions, and policy reforms to make agricultural markets work more effectively.

### Overview of Agriculture Trade and Production

Unlike most other LDCs, Sudan enjoys a well-diversified basket of traditional agricultural products. Many of these products enjoy international reputations for high quality, most notably sesame seeds, sheep, gum arabic, and extra-long staple cotton..

**Cotton:** Cotton was Sudan's dominant export during the colonial period and remained so until the 1980s. The majority of cotton is grown in the Gezira Irrigation Scheme. The commercial cotton sector was created to supply the British textile industry.

Egypt now buys the bulk of Sudan's cotton. Export values have declined substantially since the 1960s and 1970s, *as shown in Figure 3-1*.

**Oil seeds:** Sesame was historically Sudan's second largest export. Over the past decade it has usually been the leading non-oil export, and Sudan has been one of the world's largest suppliers. Groundnuts were for a time a significant export, but have dropped to virtually nil in the past five years as farmers have shifted into other crops. Foreign demand for Sudanese groundnuts declined after some groundnut shipments to the EU were rejected due to aflatoxin contamination. Sesame is mainly produced in the semimechanized farming system, while groundnuts are produced mainly in the traditional rainfed farming areas.

**Gum arabic:** Sudan is the world's largest producer and exporter of gum arabic, a multi-purpose product used inter alia as an emulsifier in the food industry across the world. Sudan held as much as 80 percent of the world market in the 1950s. Declining domestic production, competition from Nigeria and Chad, and deleterious effects of the export concession granted to the Gum Arabic Company are eroding Sudan's market share. Income from gum arabic becomes most important during droughts when crops have failed but gum arabic can still be produced.

# Cont'd...

## Revitalising Sudan's Non-Oil Exports

Acacia trees also fix nitrogen in the soil, provide excellent shade and forage, and act as a barrier to wind and water erosion.

**Livestock:** Live sheep exported to the Saudi market make up most of livestock exports. Camel, cattle, and goats are also exported to regional markets. Animals are raised by smallholders and typically walked to urban markets before being transported to Port Sudan. Exports ceased in 2001 after disease outbreaks prompted Saudi Arabia and neighboring countries to ban imports. New bans were introduced in November 2007 after an outbreak of Rift Valley Fever.

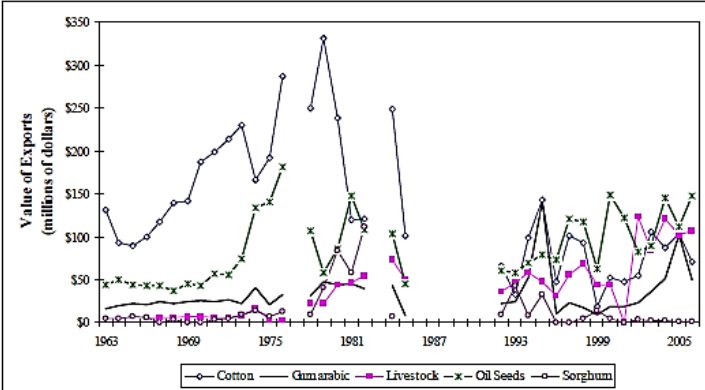
**Meat:** Sudan currently exports some meat—e.g., beef to Egypt and sheep meat to Saudi Arabia—but has not yet the potential to move out of live animal exports and into meat offered by its large livestock population and proximity to regional markets. Slaughterhouses currently operate as custom operations that mainly supply the domestic market. The country will need to invest in export-oriented facilities that can consistently deliver meat that meets more stringent quality and hygiene standards in foreign markets.

**Sorghum:** Many of the early plans for the development of semi-mechanized farming in Sudan were designed to produce sorghum for export to Saudi Arabia and Gulf countries.

Large investments in semi-mechanized farming generated substantial exports of sorghum to the Middle East in the 1970s, but these exports have not been sustained.

Although agricultural exports are diversified across several commodities, exports of each individual commodity tend to be concentrated in a few foreign markets, all within the region. Sheep exports go almost exclusively to Saudi Arabia. Cotton is shipped overwhelmingly to Egypt, sesame oil to Saudi Arabia and the UAE. Sesame seed exports are somewhat less concentrated: China is a large buyer (Sudan's largest in 2005), although Saudi Arabia, Egypt, and other countries in the region typically import the majority of Sudanese sesame. When sorghum was exported, most of it went to Saudi Arabia. Gum arabic is the principal exception: it is exported to Europe, Japan, and the U.S.

Figure 3-1. Exports of Major Agricultural Commodities, 1963–2006



Source: Data reported by the Sudanese government to UN Comtrade.  
Note: Products are defined using the SITC Rev. 1 classification. All values are nominal, i.e., not adjusted for inflation.





# Culture:

## Al-Jazeera Aba

*Written by Musab Abdalhadi (Sudan)*

### Location:

Aljazeera Aba is located in the White Nile State, 280km south of Khartoum. It is 33 miles long and 4 miles wide. It is beautiful and is the largest island in Sudan in terms of area.

The island has one of the most famous dirt bridges in the history of Sudan. And there are also some cities with cultural and social links to the island, such as Kosti, which is to the south west, Rabak on the south east region of Lapa, and Asalaya region to the east.

### Origins and formation:

Archaeological and historical studies completed on the southern part of the island suggest the island's history spans back about 5,000 years.

There is evidence from a well-known period of civilization from 850 BC to 350 AD found in each of Al-Hilla, Al-Jadidah, Hillat Al-Gargour, Al-Tamreen, and Wadi Al-Rada'a, where some of the artifacts found include different types of pottery and decorative items such as beads and necklaces, whilst evidence from the Islamic period was found including manuscripts and household utensils e.g. al-rakwa, al-awwah, al-darwah, al-furwa.



## Cont'd...

# Al-Jazeera Aba

These household utensils were found in the possession of locals in their homes. It is understood it's deep-rooted Islamic links are the result of the region having being established in the early days of the Islamic mission in central Sudan, during the Phung Kingdom.

Further studies have found evidence of the historical importance of the region, which bears a link to the overall cultural and the sequences of civilization of Sudan.

### **The cultural leap:**

The history of the island is linked to the revolution that represented the first spark towards independence, when liberated by the Mahdi in the late nineteenth century, making Sudan the the first African nation in modern history to have sought independence.

### **Population:**

The islanders co-exist peacefully, with friendliness and lasting respect, leading to an overall cultural unity. They identify as being from Al-Jazeera Aba or Al-Jazira and do not reference a specific tribe, a trait rarely found in today's Sudan.

### **Economic activity:**

Agriculture represents a major craft in this region with key agricultural projects on and off the island.

There are various types of crops cultivated on the island, fruits and vegetables with large exports to Saudi Arabia and United Arab Emirates.





**Cont'd...**

## **Al-Jazeera Aba**

### **Education:**

The island is considered one of the first cities in Sudan that focused on education, and there are now 18 primary schools, the most famous of which are the Imam Abdul Rahman, Al Salmabi, Rahmaniyah and an unlimited number of kindergartens, the most famous of which is Umm Salamah Bet Abyad, which was one of the oldest kindergartens in Sudan.

There are quite a few cities in Kosti, Kenana and Rabak, and there are also 8 secondary schools and a technical institute.

There is also vast number of Quranic schools that have roots dating back to schools of Imam Al-Mahdi, set up to enrich the religious movement in the region and Sudan as a whole.

As for university education, there are three colleges affiliated with the Imam Mahdi University; College of Sharia and Law, the College of Arts, and the Community College of Development.

### **Voluntary organizations:**

There is a large number of civil society organizations on the island, including the Jazira Development Authority, the Environmental Protection Association, the Rahmaniyah Southwest Baba Association, the Orphan Sponsorship Association, the Universe Association, the Island Students Association, Aba universities and higher institutes, and the Al-Jazirah Association Aba.





Cont'd...

## Al-Jazeera Aba

### Historical neighbourhoods:

- Rahmaniyah Northeast
- Rahmaniyah northwest
- Rahmaniyah, southeast
- Rahaniyyah southwest

The month of the neighbourhoods for the Rahmaniyat, which is in the north and east of the island, is beautiful. The island is green and lush everywhere; the suit of Sheikh Abdullah Jad Allah, Dar Al Salam, Yakboun, Abu Umm Com, Taiba, and Awlaad Nasser and Al-Gharein.

### Heritage:

The island is rich in cultural and historical monuments, while mats and straw are used at the top, and like most buildings in Sudan, like mats, acacia trees were dwellings, while mats and straw were used at the top.

### Ja'ami Al-Qoun Al-Azeem:

The mosque was established in 1908 AD and accommodates about three thousand worshipers, spanning an internal area of 38 x 36 square meters and an external area of 100 x 100 square meters.

### Saraya of Imam Abd al-Rahman al-Mahdi:

It is one of the beacons of the island with its majestic view.

Built in the old English style and designed by an architect from Sudan, it occupies an area of 150 x 100 m, and it is situated within the buildings of Imam Al Mahdi University.

*Photo source:*

[https://m.facebook.com/gaziraabaphotos/?ref=page\\_internal](https://m.facebook.com/gaziraabaphotos/?ref=page_internal)

# Cont'd...

## Al-Jazeera Aba

### Cave of the Mahdi:

It is a secluded place where the Imam al-Mahdi worships.

### Taiba Agricultural Project:

Located in the south of the island, it was established by Lancashire factories in 1933.



Photo source:  
[https://m.facebook.com/gaziraabaphotos/?ref=page\\_internal](https://m.facebook.com/gaziraabaphotos/?ref=page_internal)

### Tamrein:

Located in the far north of the island and was given this name due to the enemy army having been camped at this location.

It was previously called ‘Quba’.



Photo source: Google images





**Keep Up With Our Activities:**

## **Nurturing Young Leadership Through Mentoring**

**GIVE YOUNG PEOPLE THE PERMISSION TO DREAM**

**Leadership:** facilitating opportunities through learning and development programmes for leaders to emerge, is one of our key objectives at anaSudan.

We hope these emerging leaders can act as forces for positive change and drive the continual social and economic development of a new Sudan

By nurturing young leadership through the provision of mentoring, learning and development and growth opportunities we aim to:

Boost young people's confidence and empower their personal leadership in the first instance, which could in turn empower them to positively influence their peers.

Create an innovative, collaborative and entrepreneurial workforce that contributes positively towards a vibrant economy.

Support the development of a well-rounded and efficient future workforce.

Overall, we aim to develop generations of leaders who can contribute to setting high standards, lead the continual social and economic development efforts, the implementation of better services, robust governance and an overall healthy corporate and anti-corruption culture.

### **BECOME A MENTOR:**

*If you would like to participate in empowering young Sudanese students and graduates to enable them to build a successful future..*

*Get in touch with us at [projects@anaSudan.net](mailto:projects@anaSudan.net) to let us know how you'd like to get involved.*

# **Getting our nation moving: *live better, be active, be healthy***



## **Our Coach**

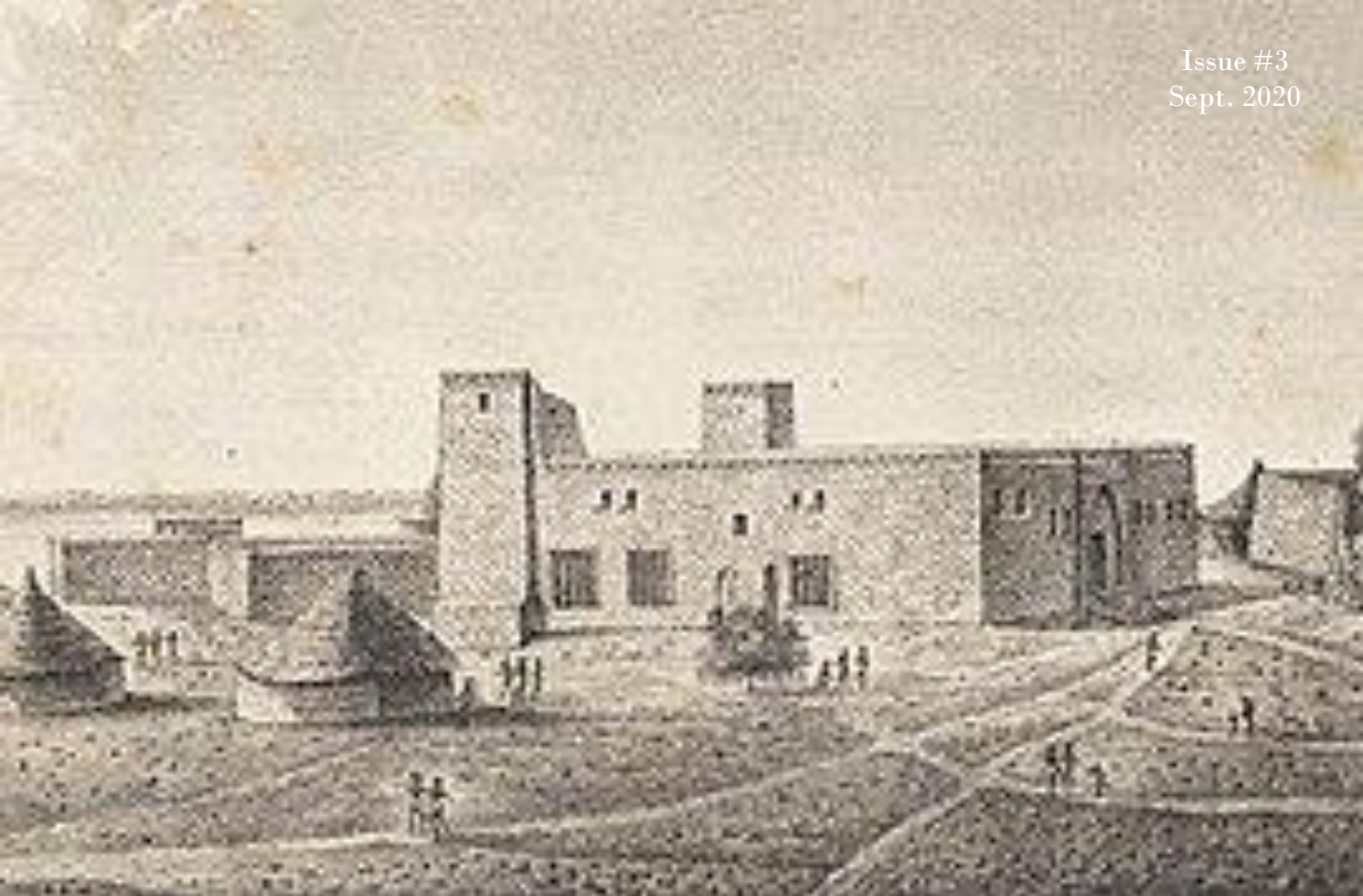
**Mo El Gadawy:** Sports, fitness and wellbeing expert, former Pro fighter in Olympics boxing, mixed martial arts, Muay Thai, jujitsu.

## **OUR HEALTH TIPS & CHALLENGES**

**[https://www.youtube.com/channel/UCpu8o\\_fbpg6RIADIUHYTuKA/videos](https://www.youtube.com/channel/UCpu8o_fbpg6RIADIUHYTuKA/videos)**

**#anasudan\_اناسودان**

Tag your photo while you complete our monthly challenge. Otherwise tag us to let us know how you got on - Good-luck!



*The great mosque of Sennar, built in the 17th century*

# Get in touch with us, we'd love to hear from you..

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