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# AFRICAN DURABLE MEASUREMENT AGENCY (ADMA)

- NGO RATING
  - [WWW.ADMA.COM](http://WWW.ADMA.COM)
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Abstract du project



## Introduction

The concept of rating agency was born in the late nineteenth century, when American railway companies have sought to raise capital throughout the US. Independent bodies should inform investors about the solvency of companies located thousands of kilometers, and they are therefore set to issue notes on the companies' ability to repay loans. The rating activity therefore is justified by the need to reduce the information asymmetry between the borrower (who has every reason to praise the quality of the project) and the lender or purchaser (which does not know the performance actual the borrowing entity or is sold).

The scoring process is complex because it is based on several indicators, which decompose themselves as indicators, which should be calibrated and weighted using a mathematical model of rating, to obtain a final mark . If each agency has its own rating system (letters, numbers, or both), they all employ a graduated scale of the risks to which they have different scores.

In this context of evolution of the Rating Agency concept to extra-financial areas, we want to benefit the concept evolved in the field of sustainable development of underdeveloped countries. Especially in the context of the intervention of international and national non-governmental organizations.

Today redefining the MDGs ODD explains advantage need to have lasting effects of interventions, program, policy or project. In the needs of underdeveloped countries governments are working in conjunction with the NGO development programs and projects that contribute to achieving the SDGs that strengthening benefit the commitment of donors and state support welcoming the program by lower taxes and support.

Thus in assessing the relevance of interventions for the establishment of a precise mapping of the effects for a classification of the different actors in the same sector, to improve the functioning of NGO activities by providing a calibrated information and recognized by all, we propose changes to a rating agency NGOs.

This is an innovation in the field of rating, the ODD and Agenda 21 of the United Nations will enable us to develop indicators and sub-indicators to develop a mathematical model of rating NGOs. We will start with Senegal in cooperation with state authorities and NGOs are stakeholders. Beyond this notation, this work will also have an outlet for public services, through the computer and communication technologies, will make the availability of all Senegalese evolution on the achievement of ODD and the contribution of the various stakeholders

Thus we offer the project:

### **African Sustainable Measurement Agency**

⇒ **NGO Rating**

⇒ [www.adma.com](http://www.adma.com)

## Presentation of the ADMA

By issuing a transparent, credible and responsible, through notes and opinion recognized by all, ADMA will through a new mathematical model rating:

- ⇒ Assess the relevance of interventions in the context of sustainable development by key sector and also disaggregated potential targets and thematic
- ⇒ To establish a precise mapping of the effects for better orientation of interventions
- ⇒ Classify the different actors in the same sector with each other.
- ⇒ Improve the monitoring of NGO activities by state services by providing information and calibrated recognized.
- ⇒ Contribute to harmonize interventions based on observed parameters.

All results of the investigations in this strategic area, and their assessments will be made available to institutions, professionals and the public to guide decision making.

The intervention of NGOs is a strategic area of sustainable development, global and sometimes flawed but mainly characterized by a multiplicity of actors in which the fundamental role of information.

### Works of ADMA

- ⇒ Publication of intervention notations for purposes of assessing the effects and the contribution to sustainable development of issuers: NGOs, national agencies, foundations, state directorates and departments, State (sovereign rating).
- ⇒ Systemic Support (M & E Tools design, building staff capacity, interventions structuring operation, ...).

### Legal and Tax form ADMA

The company "ADMA" take the legal form of a Limited Liability Company (LLC) with a single shareholder, the Manager, Mr. Bassirou Diagne, project sponsor.

From a legal standpoint in Senegal, the LLC is a legal entity having its own assets distinct from those of its partners with a capital of a minimum of 100,000 FCFA.

For its creation requires:

- The register at the service of companies and provide him with a capital of at least one hundred thousand francs (1,000,000 francs).
- To file the articles with a notary stating the rules of operation of the company.

To simplify. Just drop the request for to APIX or with a notary for the creation of SARL in 48 hours.

- To subscribe to an insurance company, insurance coverage for liability and pay a deposit of two million CFA francs to the Directorate of Internal Trade.

TI-GmbH has legal personality and its own assets, which limits the financial liability to the amount contributed.

For tax purposes, it is subject to corporate tax (IS), which is 25% in Senegal.

Results of activities are taxed on companies, not the individual. Taxable income is calculated by deducting from the income, all expenses related to the activity.

From the perspective of charges, the existence of a corporation results in non-compressible costs, tax charges, but the fact of exercising in society helps collect a paycheck.

However, it is important to keep a log of receipts and records of purchases, a newspaper collection and disbursement, receivables, debts etc. We must save, day to day all shares of the company.

In the end, officials have an obligation to conduct an annual inventory to verify the existence of assets and liabilities.

As VAT is an indirect tax. It is commonly called consumption tax because it hits the consumption of a good or use of a service.

Senegal has opted for a single rate of 18% and board activities are subject to it.

It is therefore necessary to declare before the fifteenth of each month invoiced VAT on the fees of the month, and pay back in taxes, net of VAT charged on purchases.

Regarding the patent, it is a tax paid at the beginning of each year and is paid by the state to municipalities. It is calculated based on the annual rent of the business premises, the number of employees, and a fixed fee in line with the company's activity.

### ADMA promoter presentation

The project is supported by Mr. Bassirou Diagne, a young Senegalese engineer who decided, after years of sanctioned university degree courses and a modest career professionals in non-governmental organizations, to contribute to the added value of this sector to participate in development of his country. Engineer to economic planning work resident in Senegal, by his experience of five years in development engineering and subsequent studies Analysis Applied Economic Policy, Mr Diagne became specialist Monitoring, Evaluation, Research and Learning development projects socioeconomic.

After obtaining his Bachelor of experimental science, he received training in Senegal:

- 2008 - 2011: Engineer in the work of economic planning, ENEA
- 2013-2015: Master 2 Applied Analysis of economic, LAPP / FASEG / UCAD

Education professional

#### Consultancy

- March 2016: Intervention Strategy for 2016-2020 PADEM childhood with RADI
- January 2016: Planner / Statistician (benefit) Protection Directorate Early Childhood / Ministry of Family, Women and early childhood as part of the national study on estimating the costs of child care entrusted.
- January 2016: Expert project (provision) Operating Project study of limestone Yang Yang Crest Global / BNDE (January 2016, Linguere, Senegal)
- December 2015: External Evaluator (benefit) NGO Light "Project 4R World Food Program"
- May 2015: External Evaluator (benefit) NGO Light "project against child trafficking, women and socio-professional rehabilitation of vulnerable children"

#### occupied positions

- June 2016 - ongoing) Regional Focal Point Monitoring, Evaluation, Research and Learning Tostan International
- December 2013-March 2014: Planner / Statistician Mapping Koranic schools in the Dakar region (Principal Consultant / CNLTP)
- October 2013-: Project Analyst Aba Consulting International
- February 2013-October 2013: Study Manager / Financial Analyst Global Interface Trust / Cisscorp Holding
- October 2012-February 2013: Project Study Manager (cereal bank) NGOs ADOS Valencia
- November 2011-January 2012: Monitoring and Evaluation Assistant (Trainee) PGIRE / OMVS
- October 2011- November 2011: Study Manager (analysis of perception) IPADE Foundation

**Publications**

- June 2013- Pikine socioeconomic link Dakar and the rest of Senegal, annual review CRES
- Mapping of Koranic schools in the Dakar region, CNLTP Ministry of Justice

View profile Mr Bassirou Diagne is an experienced management and management and trade but also by training of higher study and work experience in France and Senegal. As such, it has the quality of a good society manager of real estate services. His motivation to settle in Senegal and contribute to its development is a source of key element of good management to achieve the prefixed objectives of IT-GmbH. However for the spots of a formal real estate services company, it will need additional personnel. Its advantage is that it is very familiar with the various networks of the diaspora through its research, meetings and contacts with immigrants, with a good address book. She also participated in conferences and consultations conducted in the homes of immigrant workers and associations of Senegalese nationals abroad

Despite the opportunities offered by large French groups, she did not hesitate to return to serve his country; demonstrating high sense of patriotism among the young promoter.

The determination of the promoter and its commitment to make a real contribution to the real estate and industrial cleaning in Senegal are a major asset for the success of this project. It intends to promote through this project employment and greater involvement of youth in the national construction

**Location ADMA**

The criteria of market potential, commercial area and accessibility focused site selection in the Dakar region on the VDN. This investment provides an initial advantage to ADMA today Cite Keur Gorgui the VDN is the most accessible environment of the city of Dakar and many NGOs and government agencies will locate their national offices. However with changing ADMA activities, we will seek antennas in localities where the market potential.

## Technical study

### Presentation of ADMA services

#### ⇒ **ADMA Declarative Rating**

Practiced and declarative notations to meet the demands of external actors to the rated entity. It can be such a landlord, institution, or even a state entity. Declarative notation is a Valuation Product Development Results (EXR) that is to highlight the real effects of the intervention by eliminating as much as possible through randomly on a specific sector or sectors to help them their choices in terms of financing, partnerships, and others.

#### ⇒ **ADMA Solicited Rating M & eTools**

also offer unsolicited rating that meet internal demand to the rated entity, eg the leader of the NGO or government joint partner. This is an ad hoc evaluation product is to provide leaders, at their request, a thorough diagnosis of their intervention (policy, process, resources and results) in a particular sector (eg empowerment of women) look a repository of indicators, to allow them then to assess the influential factors and possibly initiate proceedings progress. So this is a type of assessment audit which is carried out on site and covers an area determined by the NGO. The audit may eventually lead to service M & E Design Tools.

#### ⇒ **ADMA Opening Rating**

finally will operate unsolicited ratings, ie they assess and rate structure of its own, without prompting the rated entity to participate in the rating process. These results will be the subject of open sessions validation and will be subsequently published in the online sharing platform ADMA and the results of the best three entities will be presented at the annual session of ADMA will be covered by a national television channel.

### Rating Methodology and Mathematical Model

The notation of ADMA will affect the prospects for achieving expected results commitments NGOs, donors, national agencies, programs, full-function joint, public institutions and sovereign states, to their creditors, both the short-term rating for the results and effects of ODD reached the long-term rating of the impact in sustainable development.

The criteria on which will be based ADMA to perform its ratings depend on the recorded structure and field contribution. But all indicators and sub-indicators will be developed in the mathematical model rating.

Thus, for organizations, the ratings are based on the information on the progressive results and the structure of the cost effectiveness relationship of the rated entity. As this information does give a picture of the situation at a given time, they are confirmed and revised periodically.

For the United institutions, notes are established by taking into account in particular the economic situation, the stability of the political regime, monetary and fiscal policy.

## Proposal of a mathematical rating model

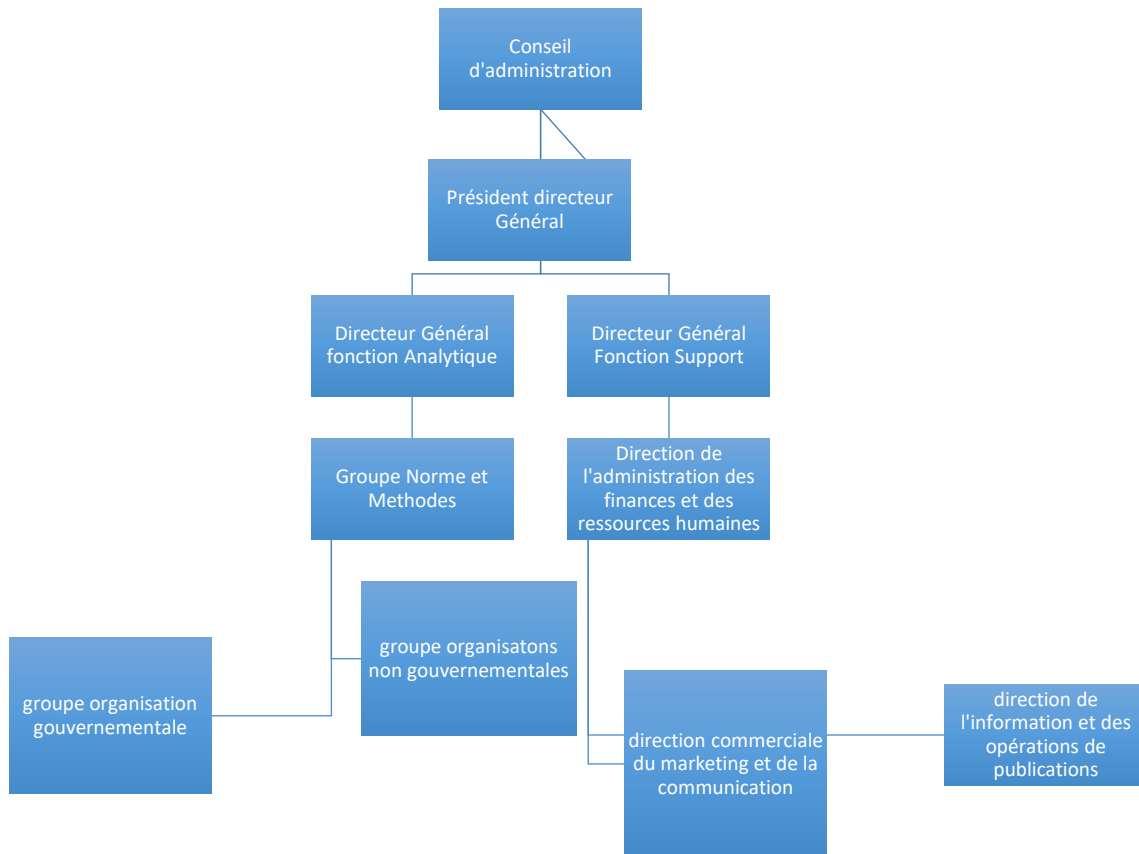
We will propose a model that will be two areas of expertise:

- ⇒ Macroeconomic expertise in assessing the results of the intervention through sectoral indicators objectives and policies.
- ⇒ A microeconomic expertise through monitoring of various interventions databases in sustainable development at the national level

## ADMA Notation Offer

axes ODD	Objectives Sustainable development / Axes for indicators Model
The MDGs renewed and strengthened	ODD 1: Eliminating poverty in all forms and all over the world
	ODD 2: Eradicating hunger, improve food and nutrition security and sustainable agriculture
	ODD 3: Giving people the means to live a healthy lifestyle and promote the welfare of all for all ages
	ODD 4: Ensure that all can follow quality education in conditions of fairness and promoting learning opportunities throughout life
	ODD 5: Achieving gender equality and empower all women and girls
	ODD 6: Guaranteeing universal access to water supply and sanitation and sustainable water resource management
	ODD 10: Reducing inequalities between countries and within them
	ODD 11: To ensure that cities and human settlements are open to all, safe, resilient and sustainable
	ODD 17: Revitalizing the global partnership for sustainable development and strengthen the means of implementation of this partnership
2nd axis: the new ambitions	ODD 7: Ensure access for all to reliable, sustainable and modern, affordable
	ODD8: Promote sustained economic growth, shared and sustainable, full and productive employment and decent work for all
	ODD 9: Establish a resilient infrastructure, promoting sustainable industrialization that benefits everyone and encourage innovation
	ODD 16: Promoting the advent of peaceful and inclusive societies for sustainable development, ensuring universal access to justice and implement, at all levels, effective institutions, responsible and open
3rd Axis: emerging challenges	ODD 12: Establish sustainable consumption and production
	ODD 13: Take urgent measures to fight against climate change and its impacts
	ODD 14: Conserve and sustainably use oceans, seas and marine resources for sustainable development
	ODD 15: To protect, restore and promote the sustainable use of terrestrial ecosystems, sustainable forest management, combating desertification, arrest and reverse land degradation and biodiversity loss
<b>Agenda 21 aims</b>	
The fight against climate change	
The preservation of biodiversity, environment and resources	
Social cohesion and solidarity between territories and generations	
The development of human beings	
A subsequent development of dynamic patterns of production and responsible consumption	

## Human resources



## Fixed charges

### **ADMINISTRATION FEES**

<i>Company formation and various administrative</i>	1	196000	196000
<i>Full Feasibility Study E-project (web master operation)</i>	1	1.5 million	1.5 million
<i>Mission Integration Project</i>	1	500000	500000
<i>Following various</i>	1	200000	200000
			<b>2396000</b>
<b>DEVELOPMENT FACILITY</b>			
<i>Teaches</i>	1	150000	150000
<i>Realization of the site (including graphic)</i>	1	1300000	250000
<i>Accommodation</i>	12	40000	480000
<i>Emailing, adwords &amp; Microsoft Ad, CPC, SEO Agency, Banner Pub</i>	1	5000000	5000000
			<b>5880000</b>

### **EQUIPMENT AND OFFICE FURNITURE**

<i>Office Type 1</i>	3	150000	450 000
<i>Office Type 2</i>	7	75000	525000
<i>office chair type 1</i>	3	45000	135000
<i>office chair type 2</i>	7	20000	140 000
<i>Office chair</i>	84	10000	840000
<i>Director Office Lounge</i>	1	250000	250000



<i>Office cabinet</i>	10	65000	650000
<i>boardroom tables</i>	1	350000	350000
<i>Computer</i>	10	350000	3500000
<i>Printer</i>	10	55000	550 000
<i>photocopier</i>	1	600 000	600 000
<i>cloakroom chair</i>	44	5000	220000
<i>Safe steel</i>	1	500000	500000
<i>Bench</i>	1	100000	100000
			<b>7835000</b>

### EQUIPMENT OPERATIONS

scoring room equipment	1	3500000	3500000
IMac 27 inch mounting	4	831945	3327780
Hard disk 5TB	5	126 534	632672
			7460452

### MOBILE EQUIPMENT

The car 200 (double cabin)	2	20,812,500	41625000
			41625000

<b>total Immobilization</b>			<b>65,196,452 FCFA</b>
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### Variable expenses

DESIGNATION	QTY	COULD	AMOUNT
Stock Office Equipment	3	750000	2250000
Water	3	10000	30000
Fuel	3	150000	450 000
Business communication	3	100000	300000
electricity	3	25000	75000
Phone / Internet	3	60000	180 000
Miscellaneous and unforeseen	3	50000	150000
fixed personnel costs	3	2200000	6600000
<b>TOTAL</b>			<b>10035000</b>

<b>Total estimated cost of the project</b>			<b>75,231,452 FCFA</b>
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