

# RURAL DEVELOPMENT AGENCY OF PNG LTD PROFILE.

100% NATIONALLY OWNED NON-GOVERNMENT ORGANIZATION.

---

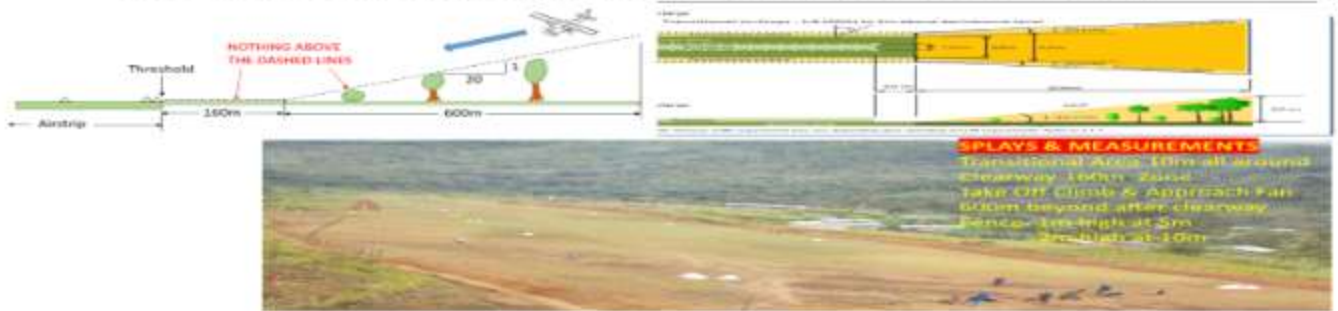


You can't change the past and you can't predict your future. You can however work on today to create better tomorrows and become better than who

**YOU WERE YESTERDAY.**



## OBSTRUCTION LIMITATION SURFACE ( OLS )



## SUBMISSION TO GEWE PARLIAMENTARY COMMITTEE

Mr. Reeds Sako Osave

**TITLE: RURAL DEVELOPMENT AGENCY COMPANY OF PAPUA NEW GUINEA LIMITED.**



**Rural Development Agency of Papua New Guinea Limited.**

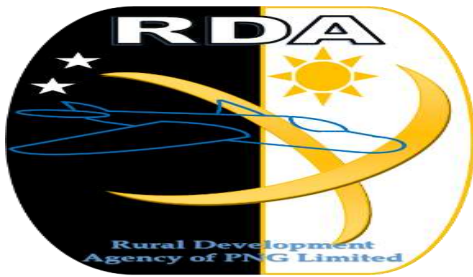
Office Location; Korofeigu Highlands Highway,  
P.O Box 1138, Goroka, Eastern Highlands Province,  
Papua New Guinea.

Digicel Phone: 72767976    WhatsApp

Gmail; [sakoosave@gmail.com](mailto:sakoosave@gmail.com)    [info.rda@gmail.com](mailto:info.rda@gmail.com)

Facebook; Rural Development Agency of PNG fb page.

**A 100% NATIONALLY OWNED NON-GOVERNMENT ORGANIZATION.**



## Rural Development Agency of Papua New Guinea Limited.

Office Location; Korofeigu Highlands Highway  
P.O Box 1138, Goroka, Eastern Highlands Province  
Papua New Guinea.

Digicel Phone: 72767976 WhatsApp  
Gmail; [sakoosave@gmail.com](mailto:sakoosave@gmail.com) info.rda@gmail.com  
Facebook; Rural Development Agency of PNG fb page.

A 100% NATIONALLY OWNED NON-GOVERNMENT ORGANIZATION.

The Chairman,  
Permanent Parliamentary Committee on Gender Equality and Women's Empowerment  
Parliament House Post Office, Waigani. NCD  
National Capital District.

Date: 20<sup>th</sup> of June 2023.

Dear Hon. Powes Parkop, MP and Governor for NCD.

### **SUB# SUBMISSION FOR POSSIBLE ENGAGEMENT ON GEWE PROGRAMS IMPLEMENTATION.**

In light of the subject matter, I Mr. Reeds Sako Osave, as the Managing Director for Rural Development Agency of PNG Ltd do humbly write to this highly esteemed office as per the call for submissions on media and present to you this document regarding RDA Company. In relation to the above subject, it is indeed to my greatest pleasure to present to you this organization that serves the purpose of your call for submissions. Enclosed in this submission are; **company profile, swot analysis, specialty areas, my cv and registration status** for your vigilant perusal and deliberation.

The company was registered recently on the 06<sup>th</sup> of June 2023 after having carefully completed all the documentation on the **administrative and technical management aspects** of the organization in nine years dating back to 2014. The company is good to go on the mission as enshrined in the objectives having all **programs** in place ready to roll and deliver.

Rural Development Agency of PNG Ltd is raising its hands up in this submission as a qualified organization that can deliver in line with "ToR" reference **D** and **F** respectively. It has an established Integral Youth Development Program as explained on page 7 of this document in Specialty Area 1 that is capable of **transforming a coward and a perpetrator into better persons** creating safer communities in PNG for Women and Girls to live freely.

This company will be the **enabler organization** to this call for Gender Equality and Women Empowerment that will superbly implement a **PROACTIVE MEASURE APPROACH** with its "Integral Youth Development Program" and *impact youths for better Papua New Guinea.*

In light of the invitation for submissions in this capacity, I am keenly presenting this company before you to work as a **partner** in this drive to promote GEWE in PNG.

Finally, I am pleased to deliberate further on this submission at your convenience if need be and am looking forward to your favorable response in due course.

Yours Sincerely,

**Mr. Reeds Sako Osave. Managing Director/CEO: Mobile: 72767976. (WhatsApp).**

#### 4. BACKGROUND:

Rural Development Agency of Papua New Guinea Limited (RDA) is a 100% Nationally owned Company fully registered with Investment Promotion Authority (IPA) and Internal Revenue Commission (IRC). The company's existence, zeal and its aspirations are driven by its two primary objectives and core values mentioned below which were all initiated, and home grown back since 2014. This company is wholly owned and managed by its sole proprietor, Mr. Reeds Sako Osave who has vast experience, work ethics and know how in this field. The company has an established constitution to provide guidance for better governance in the organization.

The company's primary objectives are two-fold;

- **TRANSFORMING A COWARD AND A PERPETRATOR INTO BETTER PERSON (Youth Development Program)**
- **CREATING SAFER SERVICEABLE RURAL AIRSTRIPS (Airstrip Development Program)**

#### **Objectives and Mission Statement:**

- To transform a coward and a perpetrator into better person by **taming the mindset** of youths today to instill *moral values* to guide them in the right pathway in life. To create a conducive environment for everyone to prosper, enjoy peace, unity and respect **free from all forms of violence** by working in collaboration with government and partners for **change of MINDSET** in the drive to **minimize law and order issues** for a better life and society for all.
- To create safer serviceable rural airstrips to contribute to the nation building in line with the national government's vision 2050 development plan by **restoring and maintaining rural airstrips** in PNG. To create **better serviceable airstrips** for rural communities in PNG to access government services etcetera. Building better serviceable airstrips **linking rural communities** to encourage **economic growth and enhance government's tax base**.

- 

#### **CORE VALUE:**

- No one is left behind, no one is left idle. Connecting rural communities with safer serviceable airstrips. Improve each one's life, improve law and order, improve country's economy. Encouraging responsible citizens for better life and safer communities and country.

#### **MANAGEMENT:**

The company has its operations in Eastern Highlands Province and the Head Office is based in Goroka with all its management functions performed within its premises. Its operations are carried out throughout the province and the country. Its KPI's and key result areas are continuously been monitored, collated and reported to the management and other relevant parties. A comprehensive **SWOT Analyses** attached is to be read in conjunction which analysis pertinent facts pertaining to this company. This company aims to venture into this great opportunity which has been under monopoly and ignored all these years.

## 5. SWOTANALYSES

<p style="text-align: center;"><b>STRENGTH</b></p>	<ul style="list-style-type: none"> <li>• Community based <b>Proactive Strategy</b> for all forms of violence. (Law and Justice Sector).</li> <li>• Qualified to deliver safe serviceable airstrips in compliance to Civil Aviation Safety Authority's <b>Part 139-6 Rural Airstrips Regulations Standard (CASA)</b>.</li> <li>• Credible Board of Directors with experience in; <i>Aviation, Law and Business</i> sectors at the helm to drive this organization.</li> <li>• Robust, vibrant effective management systems and clearly marked protocols and policies are in place for work efficiency and good governance.</li> <li>• Registered with IPA, IRC and ready for business Company Law that is established is sure to provide investor and partnership confidence.</li> </ul>
<p style="text-align: center;"><b>WEAKNESS</b></p>	<ul style="list-style-type: none"> <li>• Don't have the Capital Funding for; Overhead, Operation and Salaries costs.</li> <li>• Needed money for Capital Start up Establishment.</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p>	<ul style="list-style-type: none"> <li>• There are well over one thousand airstrips in PNG and Rural Airstrip Agency (RAA) as the only recognized entity by the Government is lacking capacity to deliver on time with National Government's Vision 2050 Development Plan.</li> <li>• Not all the districts in PNG have signed M.O.A with Rural Airstrip Agency (RAA) for the airstrip restoration and maintenance program.</li> <li>• Rural Airstrip Agency (RAA is monopoly in providing the airstrip services and Rural Development Agency (RDA) Company sees a great opportunity as the only competitor in the rural airstrip capacity.</li> <li>• The twenty plus airstrips in the Eastern Highlands Province are not on Rural Airstrip Agency (RAA) program and this will be the starting point for this organization to set legacy and proceed further in PNG.</li> <li>• <b>The Rural Development Agency (RDA) Company is 100% Nationally owned</b> and is the <b>only NGO with well-established Airstrip and Youth Development Programs.</b></li> <li>• The RDA's Youth Development Program is <b>dynamic</b> and is capable of changing the "MINDSET" of a person to minimize law and order issues and give them a <b>hope and future in life.</b></li> <li>• <b>RDA has the potential</b> to prove to the Government of the day as a <b>game changer</b> and a vibrant <b>enabler agency</b> in the <b>Law and Order sector</b> with its Youth Development Program.</li> <li>• In my tenure with RAA for five years I have observed that the company has miserably failed in doing <b>financial and organizational performance audits.</b></li> </ul>
<p style="text-align: center;"><b>THREATS</b></p>	<ul style="list-style-type: none"> <li>• Up against RAA an established organization by Mission Aviation Fellowship (MAF) <b>International.</b></li> </ul>

## 6. SPECIALTY AREA 1.

The RURAL DEVELOPMENT AGENCY'S primary roles are RESTORATION and EMPOWERMENT PROGRAMS. INTEGRAL YOUTH DEVELOPMENT PROGRAM (IYDP). *This simply means to rehabilitate and support human resource and place them on sustainable - empowerment programs.*

### INTEGRAL YOUTH DEVELOPMENT PROGRAM.

Papua New Guinea, a country with cultural diversities is a very complex place for development due to geographical aspect and the MINDSET of the people of this country. For whatever the reason it is, this is the reality, but diversity and geography cannot be an issue if the people have the right Mindset.

I (Mr. Reeds Sako Osave) have worked as a volunteer on male advocacy for Gender Base Violence (GBV) with Family Voice (an NGO specialized on family counselling services) in Eastern Highlands Province for four years. In this period, I have travelled the Eastern Highlands Province on the mission as a male advocator.

During the counselling and advocacy sessions, I have learnt a lot about the underlining issues that seats with the LAW and ORDER issues in the country. In my research and survey, I have discovered that the main push factors that created most law and order issues are;

- Mindset
- and Economic Foundation

Therefore, with my experience and exposure from these, I have developed this concept to do MINDSET COUNSELING that will complement the existing law and order institutions by taking a strategic holistic approach in the drive to minimize law and order issues and enhance every citizens life with a well-established SME PATHWAY that will leave no one behind but provide equal participation for everyone. COWARDS and PERPETRATORS are what they are simply because they have Mindset Issue or have no Economic Foundation that are the push factors.

The INTEGRAL YOUTH DEVELOPMENT PROGRAM (IYDP) has a designed CONCEPT known as Mindset Counselling Concept (MCC). This concept derived from our Melanesian culture and the counselling program is comprehensive and magnificently designed to instil MORAL VALUES in the MINDSET of a Person, mentor and transform him to be a better productive citizen of this nation PNG. In this program the YOUTHS in various categories of life are recognized and are put on the Restoration and Empowerment Programs to give them a hope in life. The TARGET GROUP MCC is focusing on are "THE DRUG EDICTS (Marijuana smokers) and "THE ADULTERESS" (Loose women) or Harlot, "SINGLE MOTHERS" (Separated mothers) and the "Orphans" that can't afford to provide for themselves are included. These very group are the core perpetrators of all the LAW and ORDER and social issues in the society obviously. These are the LOST TRIBE in our societies.

This MCC will encourage and enable them to have SELF-CONTROL, SELF-ESTEEM, SELF-CONFIDENCE AND SELF-RELIANCE and mentors them to believe in themselves and encourage them to develop their potential, aspirations and dreams for a better endeavour in life. RURAL DEVELOPMENT AGENCY of PNG Limited is a vehicle in which the responsible Government will reach the people where they are. This program is written in a manner to assist every person to have a foundation in life by providing a road map for them to clearly visualize the National Government's SME plan to participate equally and inclusively to be ECONOMICALLY INDEPENDENT and prosper as responsible individuals in their life.

There are some better people down there that are UNTAPPED that needs to be recognized, who are better leaders in various sectors of life that needs empowerment to un-leash their potential.



## 7. SPECIALTY AREA 2.

The **RURAL DEVELOPMENT AGENCY'S** primary roles are **RESTORATION** and **EMPOWERMENT PROGRAMS**. **AIRSTRIp DEVELOPMENT PROGRAMS (ADP)**. *This simply means to rehabilitate rural airstrips and place them on sustainable - maintenance programs.*

### **AIRSTRIp DEVELOPMENT PROGRAM (ADP).**

The Aviation Industry in Papua New Guinea plays a vital role in the transport sector in the development of this great nation. Papua New Guinea has about a thousand plus rural airstrip throughout the country and successive Governments throughout the times have neglected them.

In 2014 Rural Airstrip Agency (RAA) was established by Mission Aviation Fellowship (MAF) and was recognized and funded under the National Governments Public Private Partnership (PPP) Act to undertake the restoration and maintenance work of all rural airstrips in the country.

In 2018, I (Mr. Reeds Sako Osave) was employed as a field crew and then was promoted to supervisor, community liaisons officer and finally I am *now serving as the trainer* for the airstrip maintenance officers in Rural Airstrip Agency Company currently.

This year 2022 is my fifth year with the organization. I have worked from the ground level up to my current designation and have accumulated vast experience and exposure in the technical and management aspect of the rural airstrip in restoring them in compliance to the **Civil Aviation Safety Authority's (CASA's) requirements Part 139-6 that stipulates the safety regulations of rural airstrips in Papua New Guinea.**

The experience I have gained places me well in this part of aviation industry to work in reviving rural airstrips up to the required standard for the third level airline operators to provide service for the rural bulk of the population on good, safe and serviceable airstrips.

In my term working with the Rural Airstrip Agency Company (RAA), I have seen and experienced the lives of our fellow Papua New Guineans out in the rural places. Papua New Guinea is a vastly rugged country with huge mountains and terrains that is complicated to develop with road links therefore restoring and maintaining rural airstrips is very critical for the Government.

There are over a thousand airstrips throughout the country and to date Rural Airstrip Agency is the only organization qualified in Papua New Guinea providing the service. However, RAA is monopoly and is struggling to deliver in line with the National Government's Vision 2050 Development Plan as the only service provider in this rural airstrips' capacity.

**Rural Development Agency (RDA) is qualified for providing;**

- **Airstrip Restoration Programs**
- **Sustainable Airstrip Maintenance Programs**

and is now coming on board in the airstrip sector to enhance development work in the rural airstrip's capacity. **The organization has qualified individuals in the aviation industry that are in the management team and its credibility to deliver safe serviceable airstrips is sure.**



8.

## CURRICULUM VITAE.

### PERSONAL PROFILE



**Name:** Reeds Sako. **Surname:** Osave. **Gender:** Male. **D.O.B:** 05/11/1976. **Marital status:** Married. **Religious Status:** Active Seventh Day Adventist Church Member **Address:** Korofeigu Village, Unggai-Bena, Goroka, E.H.P, Papua New Guinea.

### OBJECTIVE:

It has always been my **passion** to help someone walk from **darkness into the light** and be **transformed** for everyone is unique and has great potentials to lean to in our social life.

### EDUCATION BACKGROUND:

Last attended high school back in 1990s but ended up in the village. Always determined with **positive mind** to keep up with the changing trend in economy and technology, I had to take short courses to keep myself up to cope with time and change in business and community.

#### Courses Attended:

#### Year:

#### Certificates:

Community Development / PILAG	2022	Certificate of Attendance
Organic Poultry Farming / Feneso	2021	Certificate of Attendance
Computer Basics / RAA	2019	Certificate of Participation
Front Line Management Training / RAA	2019	Supervisor Training Course
Airstrip Maintenance Officer / RAA	2018	Certificate of Competency
SME Training/ Anis Foundation	2017	Certificate of Attendance
Gender Training / EHFV	2014	Certificate of Attendance
Male Advocates Training / CIMC	2014	Certificate of Attendance
Poultry Husbandry / Agriculture Department (DAL) 2009		Certificate of Participation
Lem Phonix Course Module 1	2008	Certificate Rel 2.4

## 9. EXPERIENCE:

After school life, I lived in the village for twenty-four (24) years. In this space of time I became a youth like anyone in the village but always **stayed positive**. I got married and had children and **learnt a lot about life** in the village that was affected by the changing world. This places me well in this position to devise a **control measure** to the trending law and order issues to **breed better youth** for our society and country. I have a lot to offer to the new generation in the space of MINDSET to teach them the right pathway in life.

- Church secretary for SDA local church 2021 -2023.
- Facilitator for Mt Yaga Women's Business Group Inc 2022 - 2023.
- Currently employed by Rural Airstrip Agency of PNG Limited since 2018 – 2023.
- I was engaged as a volunteer on GBV by (EHFV) Family Voice Inc since 2012 – 2015.

## REFERENCE:

In 2018, I was successful with my interview with Rural Airstrip Agency of Papua New Guinea Limited, for the position as Community Liaisons Officer with a company that was specialized in restoring and maintaining rural airstrips. I started as a field crew to know the basics and gradually made my way up to where I am in this company on performance appraisal basis.

**Employed:** Airstrip Field Crew 2018. **Promoted:** Airstrip Supervisor 2018.

**Promoted:** Community Liaisons Officer 2021. **Current Position:** Airstrip Maintenance Officer's Trainer 2022.

I joined the Eastern Highlands Family Voice as a male advocator on **Gender Base Violence (GBV)** for four (4) years. I was trained by the Consultative Implementation and Monitoring Committee (CIMC) in 2014. At the graduation the guest speakers said a lot about how GBV is affecting the country and asked us to be vocal in our communities and come up with **intervention strategies** going forward for better communities for our woman and girls to live freely from all forms of violence and enjoy the right to life.

## ACHIEVEMENT:

Since 2014, I started to embark on the journey embracing on the idea as said by the guest speakers at my **CIMC** graduation to come up with an **intervention strategy for GBV**. With *vast insight and understanding* in life, I started documenting an organization that will work as an **enabler** in this capacity. Together with the experience and exposure I gained working with Eastern Highlands Family Voice (EHFV) and Rural Airstrip Agency (RAA), I am now presenting Rural Development Agency of Papua New Guinea Limited (RDA), an organization that has the **remedial concept for all forms of violence**, as the Managing Director to the Government of Papua New Guinea.

## COMMUNITY OBLIGATION:

- **Local Church Secretary** (Uklakla SDA Church).
- **Facilitator:** Mt Yaga [Women's SME](#) Group Inc. (Registration No# 4-26009).

## 10. HOBBIES:

- I like reading
- I like travelling
- Watching movies
- Chat and joke away with people
- Like working on bee hives

## REFEREES:

1. David Rauni – is the current Principal for Moruma (SDA) High School. **Ph No# 70774599**
2. Mr. John Konga - is the current Chief Executive Officer Hengambu Development Corporation LTD. (Wafi Golpu Land Owners Association). **Ph No# 78522253**

## DECLARATION:

I Mr. Reeds Sako Osave do solemnly declare that all information pertaining to my CURRICULUM VITAE is true and correct in every particular.

## REGISTRATION STATUS

RURAL DEVELOPMENT AGENCY of Papua New Guinea Limited is registered with the Investment Promotion Authority of Papua New Guinea.

<b>Organizational Name:</b> Rural Development Agency of Papua New Guinea Limited (NGO).	<b>Village/Ward/LLG</b> Korofeigu (Beneveto) / Four 4 / Lower Bena
<b>District:</b> Unggai-Bena	<b>Province:</b> E.H.P
<b>Registration Date:</b> 06/06/2023	<b>Owner:</b> Mr. Reeds Sako Osave
<b>Investment Promotion Authority Registration Number #</b> 1-122345653	<b>Internal Revenue Commission Tax Identification Number (TIN) #</b> In progress
<b>Account Number:</b> In progress.	



**Mr. Reeds Sako Osave. Managing Director: Mobile: 72767976. (WhatsApp).**