



The Golden Era Party (GEP) Manifesto

One Nation | One Vision | New Direction

MANIFESTO OF THE GOLDEN ERA PARTY

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1. VISION STATEMENT

**We believe in a just society with equal opportunities for all Gambians.
One Nation, One Vision, New Direction.**

We envision a prosperous Gambia that rises as a model of transformation in Africa and beyond. A nation with world-class infrastructure, modern roads, ports, and digital networks that connects our people and unlocks opportunity. A Gambia with thriving industries that diversify our economy across agriculture, manufacturing, technology, healthcare, tourism, and creative enterprises. A nation where youth and women are fully empowered, driving innovation, leadership, and progress.

Our movement is built by young and enterprising Gambians, guided by wise men of thought, united by the love of country. Together, we are determined to awaken political thinking and build a Gambia where poverty, corruption, and social injustice are matters of the past. At the heart of this vision is accountable leadership—leaders who serve with integrity, transparency, and a deep commitment to the people.

From Banjul to Koina, we will transform The Gambia into a hub for trade, tourism, culture, and global conferences. With the River Gambia as our commercial lifeline, our nation will become a true gateway to the world, small in size, but punching far above its weight. We see a Gambia that is self-reliant, globally competitive, and united in purpose - a country where every citizen can live with dignity, opportunity, and hope for generations to come.

2. CORE VALUES (MISSION STATEMENT)

Our mission is to lead The Gambia into a new era of progress, dignity, and self-reliance. We will build a nation where opportunity is not a privilege for the few but a right for every citizen. By driving inclusive economic growth, we will create jobs, fight poverty, and end our over-dependence on others.

We stand firm on principles that protect human life, defend freedom, and uphold the dignity and worth of every Gambian. We will safeguard the constitution, preserve our independence as a party, and strengthen solidarity with those who share our vision for justice and progress. We affirm freedom of religion and worship in a truly secular state, while honoring the traditions and culture that define our national identity.

At the heart of our mission is empowerment. We will give our youth, women, and communities the skills, resources, and opportunities to build their own future. Through discipline, innovation, and hard work, we will transform challenges into triumphs. With unity of purpose and resilience of spirit, The Gambia will rise as a nation of integrity, strength, and global competitiveness.

- a. Respect for the life of all creations, dignity, and human worth of every citizen.
- b. To protect human rights and the freedom of all peoples
- c. Safeguard and promote the ideals of our constitution
- d. Maintain our party independence and philosophy
- e. Having solidarity with parties and Non-Governmental Organisations (NGO)
- f. Freedom of religion and worship, The Gambia being a secular state.
- g. Respect for our traditions, customs and culture in the best interest of the state.
- h. Emphasize hard work and discipline as an integral pillar to national development.

3. FUNDAMENTAL IDEALS (IDEOLOGY)

The Party shall strive to unite Gambians from all communities, built on the principles of the Constitution, and uphold the philosophy of One Gambia, One Nation as inspired by our unifying love of our country and its people.

The party commits itself to the establishment of a true Gambian constitutional democracy, which rejects tribal domination, and respects, upholds and protects human dignity, life, liberty and the prosperity of its citizens.

- 1. The party shall align with other parties of similar ideals if it is in the best interest of the Gambian people.
- 2. The party shall cooperate with our neighbouring state, the Republic of Senegal, as we share both cultural and economic interests.
- 3. The party shall fight the culture of corruption and restore the confidence of the people in all Government structures.
- 4. The party shall foster and maintain freedom of the media, divergent views, dissemination and interchange of ideas to have a stable and democratic state subject to the laws of libel and the legitimate claims for national security.
- 5. The party shall ensure that our country maintains friendly relations with all countries that respect our sovereignty and integrity as a nation, and support measures that strengthen the Economic Community of West African States (ECOWAS), the African Union (AU), the Commonwealth and the United Nations (UN), in the spirit of peace, freedom and international development.
- 6. The Party shall ensure that there are equal opportunities for all citizens without discrimination on any grounds whether of gender, age, position, politics, religion, status or ability.

7. The party shall deplore tribalism of all forms in our country, religious bigotry and fanaticism.
8. The GEP party is founded with a strong commitment to transparency, accountability, and ethical governance. We are committed to fostering a new political culture in The Gambia, one that values honesty over ambition, service over self-interest, and accountability over convenience.

4. HOW WE BUILT OUR POLICY AGENDA

Our policies are based on an analysis of the country, examining past governments policies, economic performance and future trends. We have further examined best practices across the subregion and international countries of the same level of development with that of The Gambia. Our aim for a new government is to introduce relevant and appropriate policies that will enhance economic development and social progress for the Gambian people.

5. DOMESTIC POLICY

The Golden Era Party is committed to a domestic policy centered alongside political devolution/power-sharing that empowers regions, as well as sub-regions to work in collaboration with the national government, geared towards reversing rural-urban internal migration.

In this context, the party shall promote viable national institutions regionally to have relative autonomy from Banjul to be run by citizens. These would include regional universities, TV, and Radio stations, Newspapers, and various ministries, except defence and foreign Affairs. Decentralisation from the central government will be a key facet of our new government.

The Golden Era Party shall follow a National Self-reliance policy in the context of a Basic Needs Strategy. Our aim is to attain self sufficiency in food and cut down over dependency on food imports.

Within this Domestic policy, the new government is committed to:

- Build and modernize roads, ports, airports, and bridges to connect communities and attract investment.
- Ensure 24/7 electricity by investing in solar, wind, and hydro power, aiming for energy independence by 2035.
- Expand clean water and sanitation to every village and town in the Gambia.
- Launch a Digital Gambia Program to connect schools, hospitals, and businesses with affordable internet.

5.1 Economic and Finance Policy

The party shall collaborate with International Financial Institutions (IFIs), attract Foreign Direct Investment (FDI), consistent with our National Empowerment Goals and Basic Needs Strategy as indicated above.

- Move beyond dependence on remittances by diversifying into tourism, agriculture, manufacturing, IT, logistics, and renewable energy.
- Establish special economic zones and a Gambia Investment Fund to attract global investors.
- Develop River Gambia into a trade and transport corridor, linking rural farmers to national and international markets.

- Support Gambian entrepreneurs with access to credit, land, and government tax incentives.
- Immediately rescue the Dalasi currency from its downfall against the major currencies, including the Cfa. The Central Bank of the Gambia must respond quickly to economic shocks rather than wait for the continuous fall of the Dalasi. If need be, alternative monetary policies must be put in place to secure a viable economic performance. Joining the Eco currency is an option.
- Reduce the cost of living through policies that stabilize food prices and expand local food production.
- Provide affordable housing schemes for low- and middle-income families

5.2. Empowering Gambians and ending Poverty

Jobs, Skills & Youth Opportunities

The party proposes to create 100,000 new jobs in 5 years through public works, industrial parks, and entrepreneurship programs to boost the economy.

- Establish Youth Skills & Innovation Centers across all regions to train young Gambians in soft skills, trades, technology, and creative industries.
- Partner with the private sector to offer apprenticeships and internships that lead to permanent employment.
- Expand sports, music, and culture as industries that employ and inspire young people.

5.3 Health and Social Policy

The Gambian health system's vision is to provide quality, affordable care for all. Its mission is to promote and protect population health through equitable services, with a goal of reducing morbidity and mortality and improving quality of life. These commitments are sound, but the 2020 universal-access target was not met. The sector continues to struggle with many facilities still lacking basic supplies, modern equipment, and reliable systems to deliver on that promise.

The Golden Era Party will prioritise the health sector in our new government. The provision of health care shall be based on need. We will prioritize accessibility and affordability of quality services for women and children, for the marginalized and disabled, irrespective of political, national, ethnic or religious affiliations.

The party shall introduce universal healthcare coverage, ensuring no Gambian dies because they are poor.

- Expand social welfare programs to protect the elderly, disabled, and vulnerable
- Plan and implement health programs that address gender sensitive and responsive issues including equal involvement of men and women in decision-making.
- The GEP shall provide twenty-four hour quality essential health services including emergency obstetric care, blood transfusions, and kidney dialysis.

The Gambia is a nation of promise, yet many of our people live in hardship. Families struggle with rising food prices, unreliable electricity, lack of clean water, poor healthcare, and limited job opportunities. Our youth feel forced to risk their lives on the “backway” because they see no future at home.

The Golden Era Party (GEP) was born to change this story. Our mission is to end the cycle of poverty, empower every Gambian, and transform our nation into a prosperous, world-class country that works for all.

5.4 Education Policy

We believe that education is a basic human right that all Gambian children should be afforded. No matter where they come from, political, ethnic or religious belonging, every Gambian child must have free and compulsory education as a responsibility of the government.

The slogan “Education for All” is laudable, but this must be backed by recognizable standards and its relevance to the context of our country’s socio-economic and national development.

Our education must also be gender balanced; one that ensures that boys and girls benefit equally from education. It is necessary therefore to integrate gender equality concerns into the design and implementation of sector policies and strategies.

The Golden Era Party believes that education must take account of the needs of the poor and most disadvantaged children. The race in education is not a flat

platform and therefore children with special needs require support and to be carefully considered. This includes children with learning difficulties, marginalized children, children with health issues, children with disabilities.

The party recognises the need for reform of the school curricula to emphasize STEM, entrepreneurship, and digital literacy. To enhance better access to higher education, scholarships and student loans should be offered so that no Gambian is denied higher education because of economic circumstances. Complimenting the drive towards education for all, schools need to be upgraded with libraries, labs, and internet access to attain the quality education needed in contemporary society.

5.5 Agriculture and Food Self-Sufficiency Policy

The Golden Era Party believes agricultural development is an integral part of the development of the country. The Gambia being an agriculturally based economy with more than seventy percent of the country's population taking agriculture as their main occupation, requires a sound agricultural policy. The country imports half of its food requirements, especially rice, mainly from Asia while only a small quantity is produced locally with rudimentary methods of agriculture.

Agricultural output for both cash crops and food has fallen sharply over recent decades, marking the need for a new policy push for efficiency and production urgent. Groundnut yields have declined, while rice imports have risen steeply. Without a different approach, the sector's outlook is bleak. A revised policy is needed to boost productivity, move toward sustained food self-sufficiency, and support a more stable national economy.

Agriculture should be seen as a business enterprise by introducing mechanized systems of agriculture at a commercial scale to produce surplus food to tackle food insecurity and marketing the surplus to improve the income of the growers.

Furthermore, a clear need to expand agriculture, focusing on value added processing and local manufacturing is an important strategy to advance development. The sector also calls for private sector involvement to increase food self sufficiency.

5.6 Foreign Policy and International Relations

The Golden Era Party will continue membership and cooperation with regional organizations that include the African Union (AU), Economic Community of West African States (ECOWAS), and other sub-regional bodies in the continent to promote regional, and continent-wide economic Integration, and unity.

GEP will also continue to promote, as well as strengthen The Gambia's relationship with Senegal, and work toward deeper and lasting political and economic integration of the two sister states.

Our party is committed to strengthened relations with the United Nations, and its various activities to promote global justice and empowerment in the pursuit of justice for women, girls, and marginalized communities.

Additionally, we will continue to maintain good relations and strengthen economic/business, education, environmental, and scientific partnerships with the United States of America (USA), European Union (EU), China, Russia and the Baltic states, Japan, India, Turkey, the Middle East and all other friendly states throughout the whole world for mutual benefit and co-existence.

The GEP shall revitalise Gambia's ratification of International Conventions/Covenants with particular emphasis on the "Convention to eradicate all Forms of Discrimination Against Women" (CEDAW); rights of Indigenous Peoples, environmental sustainability, equity, fair-trade in Agricultural Commodities, UN International Convention of Human Rights and Social Justice.

5.7 Tourism Development Policy

One of the most important sectors of our economy, contributing more than twenty per cent to the national economy's gross income, Tourism, deserves a strong policy to promote and expand the industry to a world class rating.

A government by the GEP shall revitalise the tourism industry with strategic investment, safety and marketing. New strategies will include:

- Uplift tourism national image and identity by investing in the arts, media and cultural heritage to redefine Gambia's Global image all to the advancement of tourism.
- Celebrate Gambian excellence and promote the country as a cultural and tourism hub.

- Create and support clean and beautiful public space throughout the Greater Banjul area to promote civic pride.
- Position the country as a destination for beauty tourism and leisure.
- Attract investment to develop five – Star hotels, eco lodges, and modern entertainment venues.
- Enhance and expand the International Airport to support direct global travel.
- Beautify and modernise the capital city and major streets in Sere Kunda to reflect progress and pride.
- Develop iconic landmarks, parks and leisure centres to make Gambia a destination of interest.

5.8 Technology and Innovation Center Policy

As we move deeper into the current technological era, no country should be left behind in national development and social progress. The Gambia has fallen behind on technological advancement, and our party is committed to reversing this reality. We will establish a fully equipped center for research and development across priority sectors for national growth. This hub will attract creative, talented minds and position The Gambia on solid footing to keep pace with technological change.

Our aim is to attract technological companies with outsourcing opportunities and data hubs to operate in the country. To this effect, digital literacy programmes will be developed to offer software and hardware training to Gambian youths.

5.9 Environment and Sustainable Development Policy

The Gambia is a sub- Saharan country and very prone to desertification, and other environmental risks, which affects most of the sub-Saharan countries. Therefore, policy that addresses environmental concerns of environmental degradation and climate change is needed.

Changes in environmental patterns affect rainfall, which poses significant disruptions for a country whose dominant economy is in agriculture. Furthermore, climate variability and extreme weather conditions have brought in natural disasters such as droughts, floods, hurricanes, and heatwaves causing agriculture to be affected especially crop production.

Therefore, the Golden Era Party will have a strong environmental policy that safeguards our natural resources and protects the eco-system. This will include stringent measures towards the sensible use of our fishing waters, forest resources, avoidance of bush fires and cutting down trees and deforestation as an Eco policy.

There is an urgent need for efficient, equitable land-use management in The Gambia. Rapid urbanization, especially in the Greater Banjul Area (GBA) demands up-to-date Urban Development Plans to guide growth and protect public goods.

Rural-to-urban migration is concentrating people and economic activity in the GBA, creating uneven development and straining services. The area is also highly vulnerable to climate risks. With over 70% of the country's urban population living in and around the capital, planning capacity and resources should be prioritized there to shape sustainable, resilient, and inclusive urban growth.

Our party is set to address all these urgent needs during our term of office.

5.10 Policy on Women

The GEP is cognizant of the fact that there is a huge gap in between the male and female population, women accounting for more than 51 percent according to the 2023 national Census. The party is also cognizant of the gender imbalance between men and women in terms of political participation, employment opportunities, and other fundamental rights. With such conspicuous reality in our country, the GEP is committed to changing the narrative by providing equal opportunities for both genders. The GEP is also committed to appointing qualified and competent women in high government positions.

5.11 Youth Policy

The Gambian youth constitute over 60 percent of the national population. Therefore, they should be prioritised in national development.

GEP will evolve a sound youth policy, one in which youth development including talent, skills and activity shall be given emphasis in national development. GEP will empower the youth with meaningful job creation through infrastructure and service expansion.

5.12 Policy on Inclusive Support for Older Adults and People with Disabilities

A future GEP government will establish a dedicated Ministry for Inclusive Support to champion the rights and well-being of older adults, people with disabilities, and children with disabilities. The Ministry will expand access to quality education (including appropriate support for learners and their families), ensure priority access to healthcare and rehabilitation services, and enforce universal design standards across public places, streets, and buildings. Neglect and abuse must end. Under GEP, this community's needs will be a core priority protected in law, resourced in the budget, and delivered through clear accountability, inclusive consultation, and regular public reporting.

5.13 National Security Policy

The GEP will move swiftly to restore The Gambia's standing as one of Africa's safest countries. In recent years, public security has deteriorated due to ineffective policies and weak coordination; our approach will prioritize professional policing, community partnership, and accountable leadership to reverse this trend.

The GEP considers the security of this nation, of life and property as paramount. It aims to address rising drug abuse through proactive community programs and enforcements. To expand law enforcement training, community policing and security infrastructure.

A new policy to address all sections of security in protecting life and property will be a key priority in a future GEP government.

5.14 Diaspora Policy

According to the Gambia Diaspora and Migration Directorate, latest Gambian diaspora figures suggest there are about 150,000 to 200,000 or more Gambians living and working abroad, collectively termed 'the Diaspora' community. In themselves they contribute about 775.6 millionUSD annually to the country by remittances to friends and relatives constituting about 62.9 percent of Gross Domestic Produce according to the Central Bank of The Gambia.

This significant Diaspora community should not be neglected in the affairs of national development. Thus, a new GEP government will immediately create a Diaspora Arm in government and offer more opportunities for the diaspora to be involved in national politics, such as being able to vote while abroad. The GEP will also build a strategic platform for Gambians abroad to return, invest and contribute their holdings.

It will further offer streamline legal assistance, financial and relocation support to returning Gambians to re-establish in their country of birth. Additionally, the GEP will empower returning professionals to lead, mentor, and develop in their areas of expertise should they choose to return and work in non-governmental jobs.

5.15 Policy on Good Governance, Accountability and Transparency

The Golden Era Party shall launch a generational party of young Gambians and wise elders to lead a new era of governance driven by visionary leadership.

- It shall spearhead several reforms to include the following:
- Inspire national pride and accountability through bold leadership
- Establish anti-corruption mechanisms focused on reform rather than punishment.
- Make transparency the standard across all levels of leadership.
- Digitize all government systems for efficiency and reduction of any gaps for corrupt practices
- Cut waste in government and redirect resources to development.
- Strengthen rule of law and ensure justice works for the poor, not just the rich.

The GEP will institute better discipline and moral in serving the people with humility, accountability, and integrity

6. Conclusion

The Golden Era is not just a slogan. It is a promise to every Gambian that tomorrow can and will be better than today. We envision a Gambia that is transformed from poverty and struggle into a world-class, prosperous, and dignified nation.

Corruption will no longer rob Gambians of their dignity. Leaders will serve with integrity and humility, knowing they are accountable to the people. Justice will protect the weak, not shield the powerful.

Finally, The Golden Era Party stands at a historic crossroads with the people of The Gambia. We hear your struggles, we feel your pain, and we share your dreams. This manifesto is not just a collection of promises; it is a solemn covenant with the Gambian people to restore dignity, deliver justice, and build prosperity for all. Together, we will drastically improve cost of living concerns, create opportunity, and lift our nation into a new era where every Gambian, regardless of background, can thrive.

The GEP is committed to building a multi-ethnic, multi-religious, and a plural-democracy, which at its core promotes fundamental freedoms (political, economic and social rights) in pursuance of poverty reduction, empowerment, and justice for all citizens. The Golden Era government is within our reach, but it will only be achieved if we unite with courage, vision, and determination. With GEP, a better Gambia is not just possible, it is inevitable.