



BIRRAA AND THE ETHIOPIAN NEW YEAR

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Birraa and the Ethiopian New Year

Birraa, the season that marks the onset of spring, holds a special place in the hearts of the Oromo people and Ethiopians across the nation. It is a time when the land awakens from the dry season, blossoming into a vibrant display of greenery and life. This renewal of the earth is celebrated with the Ethiopian New Year, a period of hope, joy, and fresh beginnings. The New Year in Ethiopia, coinciding with Birraa, is more than just a change in the calendar it is a profound cultural moment that symbolizes the renewal of life, the start of new endeavours, and the opportunity to embrace the future with optimism and enthusiasm.

As communities come together to celebrate, Birraa serves as a reminder of the cyclical nature of life and the enduring resilience of the human spirit. It is within this context of renewal and hope that Oromia Bank draws inspiration, connecting its mission and values to the powerful symbols of Birraa and the Ethiopian New Year.

The Purpose of New Year Celebration

The start of a new year is more than just the turning of a page; it is a momentous occasion that invites reflection and renewal. Globally, the beginning of a new year symbolizes a fresh start and a renewed sense of hope, motivating people to set new goals and embrace opportunities for growth. In many cultures, the New Year serves as a powerful starting point for change, encouraging individuals to be open-minded and set attainable objectives that will lead to positive transformation. Regardless of how one chooses to celebrate, taking the time to reflect on the past, present, and future during the New Year sets the foundation for success, achievement, and lasting happiness in the year ahead.



Birraa Flower

Synopsis of the Ethiopian New Year

The Ethiopian New Year, Enkutatash, traces its origins to Queen Sheba's return from King Solomon of Jerusalem on September 11th, when she was greeted with jewels, leading to the name "Enkutatash," or "gift of jewels." Although this tradition dates to the tenth century BC and is more legendary than historically documented, Enkutatash has become a significant holiday in Ethiopia. It marks not only the New Year but also the end of the rainy season and the start of the harvest. The vibrant yellow Meskel Flowers, which bloom in the highlands during this time, symbolize renewal and hope. As Enkutatash gains popularity across Ethiopia, it remains a vivid testament to the country's rich cultural heritage and ancient traditions.

What Makes the Ethiopian New Year Different?

What Makes the Ethiopian New Year Different is its alignment with the season of Birraa, a time of renewal and rejuvenation that perfectly embodies the spirit of new beginnings. Unlike other New Year celebrations, which often take place in the depths of winter or the peak of summer, the Ethiopian New Year coincides with the arrival of Spring, when the earth is blossoming, and nature is at its most vibrant. This connection to the natural world infuses the holiday with a deep sense of hope and optimism, as communities look

forward to a year filled with growth, prosperity, and positive change. The Ethiopian New Year is not just a marking of time; it is a celebration of life's cyclical nature and a reaffirmation of cultural identity and resilience.

The Ethiopian New Year is unique not only for its alignment with Birraa but also for its distinctive calendar, which consists of 13 months. Rooted in the ancient Coptic and Julian calendars, Ethiopia follows a system where 12 months each have 30 days, and a 13th month, called Pagum, has five or six days depending on the leap year. This calendar reflects Ethiopia's rich historical and cultural heritage, setting it apart from the Gregorian calendar used by much of the world. The Ethiopian New Year, therefore, is not just a seasonal celebration; it also marks the beginning of a new cycle in this ancient calendar, reaffirming the country's unique identity and its deep connection to time-honoured traditions.



New Year Celebration

Horse and Birraa's Strong Connection with Oromia Bank

Birraa (spring) is more than just a season for the Oromo people; it is a time of renewal, hope, and the promise of new beginnings. This season, which heralds the Ethiopian New Year, is deeply embedded in the cultural and spiritual lives of the Oromo, symbolizing the earth's rejuvenation after the long dry months. Oromia Bank, with a motto of peoples Bank is a financial institution that draws from the rich cultural heritage of its people, has embraced the powerful symbol of the horse to represent its brand. The horse, a revered figure in Oromo culture, is a symbol of strength, freedom, and readiness to face the future a fitting emblem for a bank that is committed to leading its community into a brighter and more prosperous tomorrow.



Horse and Birraa

The horse in Oromia Bank's logo is depicted standing on its hind legs, a stance that conveys dynamism, resilience, and a forward-looking vision. This image aligns perfectly with the spirit of Birraa, where the land comes alive with greenery and new life, symbolizing growth and renewal. Just as Birraa brings the promise of abundant harvests and flourishing life, the horse represents Oromia Bank's unwavering commitment to progress and its role as a catalyst for economic development. The recent inauguration of a horse statue at the bank's head office serves as a powerful reminder of this connection, symbolizing the bank's dedication to its mission and the values it upholds.

Oromia Bank's use of the horse as its emblem is not simply a branding choice but a reflection of the deep cultural ties that bind the institution to the communities it serves. The horse stands as a symbol for the bank's journey a journey marked by strength, resilience, and a determination to move forward, much like the arrival of Birraa signals the earth's readiness to thrive once again.

Lemon Green Reflects Renewal and Growth in Birraa and our Bank's Brand Identity

The season of Birraa is characterized by its lush greenery, as the earth reawakens after the dry season and bursts into life with the onset of the Ethiopian New Year. This period of renewal and growth is a time when the



Our Brand Identity

landscape is transformed into a vibrant tapestry of green, symbolizing fertility, prosperity, and the promise of new opportunities. Oromia Bank has drawn inspiration from this seasonal transformation in its choice of Lemon Green as one of its brand colors a shade that captures the essence of Birraa and the spirit of renewal that it represents.

Lemon Green, with its fresh and lively colour, is a symbol of growth, renewal, and the bank's commitment to fostering a thriving financial ecosystem. Just as Birraa revitalizes the land, Oromia Bank aims to strengthen the financial well-being of its customers and communities. The colour reflects the bank's dedication to sustainable development and its role as a nurturer of economic health, mirroring the way Birraa nurtures the earth. This choice of colour is not merely aesthetic; it is a deliberate connection to the cultural significance of Birraa, underscoring the bank's mission to be a source of growth and positive change.

Incorporating Lemon Green into its branding, Oromia Bank aligns itself with the values of renewal and progress that Birraa embodies. The colour serves as a visual reminder of the bank's commitment to its customers just as Birraa signals the start of a new cycle of growth, Oromia Bank is dedicated to supporting the financial growth and prosperity of those it serves. The bank's branding, infused with the symbolism of Birraa and the vitality of Lemon Green, reflects its role as a forward thinking institution that is deeply connected to the cultural and natural rhythms of its community.

Experience Holiday Payments with Oromia Bank's Digital Banking Platforms

As we enter the season of Birraa and celebrate the Ethiopian New Year, Oromia Bank invites all Ethiopians to experience the seamless convenience of its digital banking platforms. Just as Birraa brings new life and energy, Oromia Bank's digital services are designed to revitalize your financial experience, making transactions easier, faster, and more accessible.

Whether you are making holiday purchases, managing your daily transactions, or preparing for the New Year, Oromia Bank offers the tools you need to stay connected and in control. With OrooDigital, our seamless app, you can access your accounts anytime, anywhere. Use OrooCards for secure ATM transactions or make direct payments on POS machines across the country. As you move forward into the New Year, let Oromia Bank's digital platforms be your trusted partner in every step of your financial journey.

This Birraa, embrace the convenience and innovation that Oromia Bank offers. Join us in celebrating growth, progress, and the future by exploring our products and services tailored to meet your needs no matter where you are or what you do.



Make Oromia Bank the Bank of Your First Choice!

Oromia Bank
People's Bank!