**BRIGHTEN DEVELOPMENT FOR WOMEN AND YOUTH**

**ORGANIZATION**

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**Empowering Marginalized women through Tailoring and Apparel Design Training**

**Mwanza Region**

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**1.0 About the Organization**

**BRIDEWOYO** Is a dedicated organization consisting of individuals passionate about women and youth development, with focus on the socio-economic empowerment and global integration of Tanzania women and youth. Through our work, we seek to strengthen the home front while we break the chain of poverty among Tanzania women and youth and enabling our women and youth achieve the desired socio-economic change through transformational idea by hosting transformational events, forum and activities like Business Networking events, triggering trainings and capacity building workshops to address economic development, unemployment, youth leadership and empowerment. Its aim to encourage active and vocal communities participation and promoting education and learning among themselves to attempt and break the chain of youth unemployment in Tanzania, support Women developmental activities while protect environment.

**Project Title :**To empower the Marginilized women and equip them with tools to become self-reliant through tailoring and apparel designing, skills

**Location : Kwimba District –Mwanza Region**

**Target Community :**

1. Divorced women
2. Widowed women
3. Marginalized and disadvantage women

**2.0 Purpose - The Compelling Need**

In our working area majority of the women are illiterate and suffer from being both economically and socially invisible. Economic invisibility stems from the perception that women are not relevant to the wage and self employment. But they have been playing very important and significant role. These women engaged in a variety of occupations small farm agriculture, live stock vending and vending. Still there is continued vulnerability and inequality in all sectors economic, social, political, education and health care, nutrition and legal. There is need to empower these women to counter this menace while strengthening women economic security. Out of several approaches prescribed for empowerment approach which focuses on improving Women’s control over material resources and strengthening Women’s economic security is considered as an important approach. using two methods organising women around SKILL TRAINING ACTIVITIES & INCOME GENERATION. It was observed, if some kind of skills is imparted to the women, it would give them more avenues to earn their living. The program will also help them to raise their voice against the ill treatment accorded to them within the family or outside. Tailoring & apperal design training will enable the rural women and girls to learn and enhance their skills, enhancing their confidence level by making themselves reliant,

**Objectives**

1. To identify and enrol interested Marginilized women who wish tailoring and apperal and are in need of an earnings,
2. To impart skill development trainings to the women & explore the plenty of opportunities in the target area so as to equip with employable skills
3. To replicate the project in other side of the selected Villages
4. Formation of self help groups of trained women

**2.1 Project Description**

Women have always been marginalized and relegated to the status of subjugated class in especially in rural areas, women have not actively participated in their emancipation due to their lack of economic independence and illiteracy. Women should be organized and strengthened at the grass root level to end their subordination. BRIDEWOYO is making an attempt in that direction to make rural women self sufficient through establishment tailoring Training. The main aim of this program is to enhance the quality of life of women through increased knowledge and skills. We realized that merely imparting literacy would not be sufficient.The women need vocational training or skills also to uplift their status. They should be able to stand on their feet and be an earning member of the family.

**2.2 Project Activities:**

* Survey & Group Meetings with marginalized women for need assessment & identification of beneficiaries
* Skill development trainings in 1. Dress making 2. Maxi& churidar work
* Forward and backward linkages for establishment of production center & self employment unit Program Volunteer will follow up and provide services continuously including marketing, raw material supply etc
* Formation of self help groups of trained women and link to micro credit

**2.3 Project Methodology**

**Mobilization:** Reach out to the potential beneficiaries through mobilization and outreach initiatives encouraging women and girls enhance their skills by enrolling for Tailoring and , Apperal design Training,

**Training preferences:** Six months training Tailoring for the beneficiaries as per their interest and feasibility

**Recognition:** Post successful completion of the training, certificates disbursed to the beneficiaries

**Criteria for selecting trainees**

The selection of women to the project is based on the survey which access the skills and aptitude of the interested women. Factors like age, education, marital status, no. of children, no. of earning people, annual income will be considered as the parameter of concern,

**Success of project**

1. Identifying the interest of the women and establish a strong network of support.
2. Establish an effective and efficient training program for the women’s that will enhance their abilities.

**Implementation Plan:**

The project is designed to provide financial stability as well as employment/working opportunities to the marginalized women who are the vulnerable group of social neglect and exploitation. During the first six months of project, training will be given on the following, Dress making and Maxi& churidar work

1. Women will be trained ideally on manufacture functional uniforms which includes: Institutions like schools, hospitals, factories to name a few.
2. The women would be trained in the skill of tailoring for the same to generate revenues by manufacturing garments after acquiring contracts/ receiving orders.
3. After the training period, the trainees are linked with local banks and Self help groups, to receive micro credit support for self employment activity of women /youth.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Time framework | | | | | | | | | | | | | | |
| proposed activities | targeted beneficies | 1 YEAR | | | | | | | | | | | | Responsible |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |  |
| Baseline Survey and sensitization | 50 Marginalized women |  |  |  |  |  |  |  |  |  |  |  |  | bridewoyo Management, District community development officer |
| Skill development Trainings & Follow up | 50 Marginalized women |  |  |  |  |  |  |  |  |  |  |  |  | BRIDEWOYO Management, |
| workshop | Stakeholders and women |  |  |  |  |  |  |  |  |  |  |  |  | Project Management Team |
| Forward and Backward linkages | 50 Marginalized women |  |  |  |  |  |  |  |  |  |  |  |  | BRIDEWOYO |
| project support | 50 Marginalized women |  |  |  |  |  |  |  |  |  |  |  |  | Continue support from Organization |

**Industry Analysis**

Rising per capita income, favourable demographics and a shift in preference to branded Products to boost demand and Increase in domestic demand set to boost cloth production this will ensure the marginalized women have sustainable market for their product,

**Promotions for women Work**

The sewing services will be promoted through the following channels:, Print media, Local newspaper, Local magazines,Display flyers, In local dress shops, grocery stores, dry cleaners, wedding shops andother local businesses and Online, List the business in online directories,A website to highlight the best work, Include photos, customer testimonials, sewing services, contact, Information and hours of operation. Social media and search networks

**3.0 Project outcome**

The proposal is designed to improve Women’s way of life and create early awareness in our project areas. Our strategies for women will enable them access sustainable skills and empowerment with the following expected impact

1. 50 Marginized Women are trained in tailoring (it includes modern dresses making, embroidery and hand work)
2. 50 Marginized Women connected with local bank or self help group for micro credit support to start employment.
3. 50 Marginized Women having income generation and marketable skill.
4. Their family economic condition are developed
5. self employment units are set up in their respective villages
6. 50 Marginized Women having skill training on Tailoring
7. They also support another 50 Marginized Women for to train vocational skill.

**4.0 Project Reporting**

The project reporting would include Quarterly Progress Report, Quarterly and Annual Financial Reports and Annual Report (summary of the project impact).

**4.1 Evaluate impact,document and dissemination of lessons learned**

The project will develop a robust participatory M&E framework to be used to track project performance. The M&E will include baselines and indentification of a core set of minimum indicators along all multiple pathways and outcome and that can be feasibly monitored on the ground.The project will use workshop and platform with multiple stakeholders including actors as well as policy makers, to dessiminate the knowladge learned and to present and discuss scale up strategies and possible policy and market reform recomandations,

**4.2 Methods for information sharing**

Right from the start of the project, the target community in Kwimba District will be involved through meetings and forums meant to enlighten the marginalized women on the purpose of the project. As described in the monitoring and evaluation section above, the project will facilitate regular joint reviews and reflection forums to make informed decisions and chart the best course of the project based on the continuous monitoring data that will be collected in the project. All data produced by project activities will be freely distributed and available to all project Stakeholders. Sharing among stakeholders will be via a dedicated project website.Depending upon the space allocation for the project website it may be necessary to also have a secure Google Doc-type site specifically as a data/document repository only for project donner. will produce, among other things, dissemination and training materials including guidelines, manuals, brochures, fact sheets in swahili language and english.

**Logical framework for the action (Grant Contract)**

|  | Intervention logic | Objective verifiable indicator for achievement | Source of data and means of verification | Assumption |
| --- | --- | --- | --- | --- |
| Goal | To empower the Marginilized women and equip them with tools to become self-reliant through tailoring and apparel designing, skill | Number of marginalized women started tailoring business | BRIDEWOYO project report; Ministry of Youth; Local government authority | Committed fund will be available  Continuity in Government policy orientation and support to the sector in terms of Public Private |
| Purpose | Skills and Income of 50 marginalized women increased as a result of skill trainings | Number of trained women who have  Started IGA/initiatives  Number of marginalized women engaged and participated in employment/working activities |  |  |
| Project output | Skills and Capacities of Marginalized women for sustainable livelihoods increased  Economic Status of marginalized women improved | 50 Number of Destitute women’ skills enhanced  50 Number of marginalized women get working IGA  Economic level of family after the training | BRIDEWOYO meeting and training reports; number of youth registered by processing factories  Monitoring | Suitable experts (trainers) and consultants are identified;  women are exhibit hard work;  Both trainers and trainees appreciate training approaches designed to meet the needs of persons at varying levels of literacy |

**5.0 BUDGET OF ALL COSTS NEEDED FOR SEWING/TAILORING TRAINING PROJECT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ref | Budget Line Item | Quality | Unity Costs in $  USD | Total cost in $  USD |
| **EQUIPMENTS** | | | | |
| 1.1 | Sewing Machine Singer | 25 | 75 | 1875 |
| 1.2 | Normal Bordering Sewing Machine | 10 | 60 | 600 |
| 1.3 | Zigzag Sewing  Machine. | 25 | 50 | 1250 |
| 1.4 | Over locking Sewing  Machine | 5 | 147 | 735 |
| 1.5 | Electrical Iron box | 5 | 20 | 100 |
| 1.6 | Benches | 3 | 25 | 75 |
| 1.7 | Chairs | 6 | 10 | 60 |
| 1.8 | Table | 10 | 50 | 500 |
| 1.9 | Clothes Materials |  | 150 | 150 |
| 2.0 | Maintainance |  | 200 | 200 |
|  | **SUBTOTAL** |  | **2070** | **5545** |
|  | **HUMAN RESOURCE** | | | |
| 2.1 | Trainer 1, Trainer 2 | Six Month | 160 | 1920 |
| 2.2 | Project Manager | 12 Month | 100 | 1200 |
| 2.3 | Instructors Honorarium | Six month | 62.24 | 373.44 |
| 2.4 | Senstization workshop | Meeting arrangementss, Venue, Tea & Snacks, Lunch, Water, | Lumpsum | 933.5 |
|  | **SUBTOTAL** |  | **262.26** | **4,426.9** |
| 3.0 | ADMINISTARATIVE COST | | | |
| 3.1 | Building Rent including electricity  Local Travel & Communication  Documentation, Banners,  Photographs etc | 12 Month  12 Month  12 month | 120  40  30 | 1,440  480  360 |
|  | **SUB TOTAL** |  | **190** | **2,280** |
|  | **GRAND TOTAL** |  | **2555** | **12251.9** |