

# 2021

## MID-ANNUAL REPORT



Entrepreneurship Training and  
Motivation



Nurturing Entrepreneurial  
Start-ups

# MAWA'S ENDLESS EFFORT TO PROMOTE ENTREPRENEURSHIP

MAWA is a nonprofit organization working for the benefit of entrepreneurs. It aims to promote and facilitate sustainability, small business entrepreneurship across Tanzania. This report is about the projects being held between January-July 2021. MAWA has launched a Gender Equality initiative in Tanzania called Binti Mjasiriamali (BIMJA).

## 1. GIRL ENTREPRENEURSHIP (BIMJA) IN TANZANIA

### Overview:

The **Generation Equality Forum** is a global gathering for gender equality convened by UN Women and co-hosted by the governments of Mexico and France in partnership with youth and civil society.

The need for gender equality is to give the rights to all girls and women, and to build new economic and social systems and work for everyone.

### How Is It Initiated?

It was first kicked off in Mexico City from 29-31 March 2021, will profile the draft Global Acceleration Agenda on Gender Equality, inclusive of all six Action Coalition Blueprints. We had **(MAWA)** joined hands with UN Women to promote gender equality in entrepreneurship. We



Watering vegetables, being motivated by MAWA  
(Girl Entrepreneurship)



Gender Equality Forum In Mexico

participated in the forum in Mexico March, 2021 and Paris in June/July 2021. Our main aim is to promote girl entrepreneurs since their childhood in Tanzania. The **goal** of our is to attain sustainable development goal 5 i.e. **gender equality**. In the next 3 years, we will be providing various gender equality in entrepreneurship programmes to girls in schools, colleges, universities and among the community at large and will organize monthly events for this purpose. So far they have reached over 100 girls who were trained with entrepreneurship.

### Some Long-Term Commitments To Improve The Conditions Of Women:

- Build girls' entrepreneurship gender awareness as per SDG 5 through discussions, debates, media programmes, seminars and workshops.
- Build girls' entrepreneurship skills through productive livelihood skills, training, motivation, hackathons and empowerment.
- Provide entrepreneurial business support services to girls through mentorships, seminars and workshops.



Working towards gender equality project in Tanzania

### Need Of The Generation Equality Forum:

The urgency of the Forum has been heightened by the COVID-19 pandemic, which exacerbated existing gender inequalities, causing rising violence against women and girls globally as well as disproportionate negative economic consequences for them.. The Forum in Mexico will amplify the power and voice of feminist, youth, and grassroots movements at this urgent moment, and renew action towards the implementation of the Beijing Declaration and Platform for Action.



#ACTFOREQUAL standing up for gender equality

### The Way Forward

The Forum's 5-year action journey is built around a Global Acceleration Plan - a global road map for gender equality that aims to fulfil the promise of the Beijing Platform for Action and achieve the Sustainable Development Goals. It involves every sector of society – governments, civil society, private sector, entrepreneurs, trade unions, artists, academia and social influencers – to drive urgent action and accountability.

## *2.KUWEZESHA PROJECT: PROMOTING YOUTH ENTREPRENEURSHIP AND SKILL BUILDING PROGRAMME*

**KUWEZESHA** is a Swahili word meaning empowerment. This is a project geared at improving entrepreneurship awareness among youths in Tanzania. A large percentage of graduates do not have the skills required by employers. This has left many young people on the streets with certificates but no jobs.

Kuwezesha Project enables at-risk tertiary students in Tanzanians with skill disabilities to improve the quality of their livelihood by building competencies to become employable or be able to start micro-businesses of their own. This will be done by conducting entrepreneurship training through workshops, hackathons, debates, exhibitions, and competitions to stimulate and foster meaningful, associative, and active learning methods.

To succeed as entrepreneurs, however, the youth need more than academic qualifications. They need analytical and investigative skills, teamwork, time management and computer skills. To succeed in the global marketplace, they also need complex problem solving, critical thinking, creativity, service orientation, decision making, emotional intelligence, negotiation, people management and personal skills.

Hence, between January and June 2021, MAWA had conducted five different programmes related to KUWEZESHA project namely; (1) college and secondary schools students (2) primary school Students (Tanzania and Pakistan) (3) Cultural exchange (Tanzania and Pakistan-school students) (4) Youth entrepreneurship webinar (Entrepreneurship and Innovation among learners) and (5) Promoting entrepreneurship start ups among youths and Girls in Tanzania.

### **i. For College And Secondary Schools Students**

On April 1-2, we conducted entrepreneurship awareness and skills training to 105 students from 6 different secondary schools and colleges in Mbeya city Tanzania.

**Goal:** To train the students with entrepreneurship skills and training which help them to generate income from various projects such as tailoring, fruits and vegetable cultivation, chicken rearing and other types of retail businesses.

**Achievements:** In the workshop, the participants discussed the various challenges the youth faced from entrepreneurship and the way forward.



Entrepreneurship training programme in schools and colleges in Tanzania



Online Entrepreneurship Among Students(Tanzania And Pakistan)

## ii. For Primary School Students (Tanzania and Pakistan)

Tanzania joined hands with The Roots Millennium School from Pakistan as connected by Ms Fakhra as part of the British Council project. On April 29<sup>th</sup> 2021, we conducted an online entrepreneurship nurturing class among students.

**Goal:** to make students learn about entrepreneurship and its characteristics as well as how entrepreneurship becomes fruitful for the children.

**Achievements :**Both kiswahili and English language were used to make the class more understandable.learners were happy with the classes and had understood the lesson. They demanded that we should continue such classes for the benefit of children. **Sisimba primary school** from Tanzania was also involved in this project.

## iii. For Cultural Exchange (Tanzania and Pakistan-School Students)

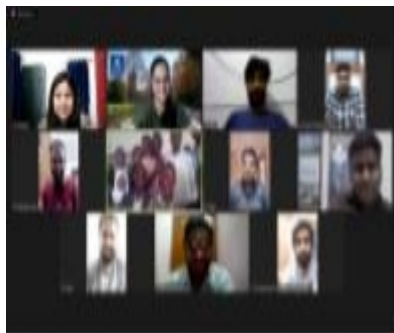
Tanzania's partnership with the Roots Millennium school had witnessed implementation of an entrepreneurship cultural exchange programme with St. Mary's International School of Tanzania.

**Goal :**To make the participants share insights as to what cultural traits and practices encourage cultural entrepreneurship.

**Achievements:**The participants were able to learn and exchange various cultural aspects from Tanzania and Pakistan, they also were able to share views, ask questions and celebrate cultural entrepreneurship.



An online Entrepreneurship Cultural Exchange Programme



An online webinar on "Entrepreneurship and Innovation among students"

## iv. Youth Entrepreneurship Webinar (Entrepreneurship And Innovation Among Learners)

On April 22, 2021 MAWA successfully conducted an online webinar named "**Entrepreneurship and Innovation among learners**".Almost 70 participants from different countries including Tanzania, India, Australia and USA attended the webinar.



**Goal:**To discuss and share experience to the school and college learners about how they can engage in successful entrepreneurship by tapping into innovative ways.

**Achievements:**The themes covered were related to the Sustainable Development Goals (SDGs). The topics<sup>1</sup>included were as follows:

- (1) Why and how learning institutions as well as the community should support student entrepreneurship ambitions?
- (2) SDGs and Student Innovation
- (3) Importance of entrepreneurship as a career.

**Participants:**The webinar was co-chaired by Simeon Mihinga (Tanzania) and Akshara (India), (MAWA Director and a Masters Student Volunteer from UNISA respectively). Volunteer presenters namely Sameen Fatma, Abhishek Bhardwaj and Akshay Kapoor were able to clearly stipulate how the students in schools and colleges can build their present and future lives by courageously embracing entrepreneurship and innovation in the SDGs world. The webinar has become a backbone for youth engagement in entrepreneurship. **More than 10 of the participants decided to start their own entrepreneurship journey by starting various ventures.**



Key Speakers of online webinar

#### v. Promoting And Mentoring Entrepreneurship Start Ups Among Youths And Girls In Tanzania

As part of its mission, MAWA continues to persuade youths to begin self-run income generation projects. Currently, there are more than 20 youths with various startups such as chicken rearing, fruits cultivation, dairy cattle rearing, Cloth and Carpet design, maize crop cultivation, ornaments and personal beauty items, clothes and shoe retailing, butchery, vegetable cultivation and also singing and dancing.

They are mentored and nurtured through school/college innovation clubs under the custody of MAWA and they meet every Wednesday after school/college hours.



Started raising dairy cattle, motivated by MAWA

This project will organize entrepreneurship awareness and skills training in Tanzania via a variety of events - workshops, seminars, classroom sessions, start-up partnership programs, innovation hubs to college and university youths who are at risk of falling into poverty because they are not equipped with skills for employment or for entrepreneurship. The youths are unable to find and/or start jobs after graduating as they fail to catch such skills while at college.

### Some startups pictures among youth



Martin spraying pesticides before planting watermelon



Lugaila started dairy cattle rearing called APE Milk

### 3. Happy To Form Partnership With NYN's Dreams From USA

In a quest to continue learning and capture more people towards using entrepreneurship strategies to make a living, MAWA has officially entered partnership with Nageen Riffat of NYN's Dreams from USA. **Nageen Riffat** is a business strategist, coach & key-note speaker. Her business coaching modules are focused to identify the key steps entrepreneurs must take to advance into positions of influence and leadership.

Today, she is an active business strategist helping start-ups & established organisations to structure growth plans & construct a strong brand design, an international motivational blogger, **the founder of Nyn's Dreams LLC**, a business consultation firm and one of the passionate global empowerment platforms for Diversity & Inclusion.



The founder of NYN'S Dream LLC

She has delivered numerous corporate coaching sessions in Pakistan, India, Sri Lanka, Vietnam, Cambodia, Thailand and USA uncovering the essential elements of both business growth and building personal brand. MAWA is happy to have a partnership with Nageen and able to carry programs covering more strategic insights and will achieve long term goals.

#### 4. Our Volunteers And Their Testimonies

So far MAWAs' work has been successful with the support from the various volunteers. A special thanks to Chezuba (Chezuba.net) and Vollie (vollie.com) volunteer platforms for showing our needs and hence attracting volunteers to help us. The volunteers have worked for us in different projects ranging from fundraising, project proposal writing, video editing and graphic designing, strategic planning, report writing, office management as well as workshop presentations. The notable ones are Akshara, Zorawar, Sharyath Nagesh, Ranjin Swamy, Amiya Khandpur, Sameen

Fatma, Abhishek Bhardwaj, Akshay Kapoor, Sridevi Sivaramakrishnan, Andreia Figueiredo and Khushboo.



Amiya Khandpur worked as social media manager


#### 5. Future Plans

For the next three years, MAWA will continue to run three projects namely, Girlpreneur, KUWEZESHA( entrepreneurship) as well as SDGs for youths and students. MAWA plans to launch entrepreneurship online courses. Our focus is on youths and girls as they are the backbone of the country 's economy and wellbeing; most youths and girls are affected by the COVID-19 effects and other life hardships, working with them is working with our own savior. We will continue to conduct monthly entrepreneurship workshops, webinars, nurturing and mentoring and empowering youth and girls start-ups through our social media platforms, website and any other channel. We are welcoming any other partnerships, assistance and investments for the betterment of the people.

#### 6. Challenges And Future

MAWA is a two year old NGO, however, we have been running almost 98% based on our own member contributions which makes it very hard for us to meet our goals. We have not been able to equip our offices with reliable furniture, equipment such as computers, website technical expansion as well as payment of our staff and other office expenses. We are also constrained by lack of seminars and workshop facilities including PA System, travels and logistic costs, start-up empowerment means such as farm inputs, tailoring machine and other venture running costs. We have a number of start-ups from our beneficiaries which need initial funding. We also lack sustainable transport which can help us reach more remote youths who are actually the ones more affected by poverty and hence need more help.





We would like to ask for your further support of any kind. Your support can make the difference in the lives of the people who need it the most. Sometimes a small thing you do can mean everything in another's person life.

" We make a **living** by what we get, But we make a **life** by what we give".

**In September we are going to fundraise at GlobalGivingGiving and would like to welcome support from anyone.**

Your contribution can be channelled through

**Bank transfers:**

**Account number:** 0133459523700

**Bank name:** CRDB, Branch Mt. Livingstone

**Account Name:** Makutano ya Wajasiliamali

**Email:** [info@wajasiriamalitz.com](mailto:info@wajasiriamalitz.com) / [ejumawa@gmail.com](mailto:ejumawa@gmail.com) / [mihingasime@gmail.com](mailto:mihingasime@gmail.com)

**Web:** <http://wajasiriamalitz.com>

**Thank you.**



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## **Our Founders and Core Team**



**Mr. Simeon Mihinga, MAWA Director**



**From the right: Mr. Faraja Nyoni, Monitoring and evaluation officer, Mr. Simeon Mihinga, Director, Ms Ratifa Goagoo, Field outreach officer and Mr. John is one of the workshop participants.**