

## Information for funders

### 1. Who we are.

Makutano ya Wajasiriamali, (MAWA) is a non-profit organization that aims to promote entrepreneurship for both job creation and economic growth among the local communities of Tanzania, and thereby promote personal and community development. It was registered in 2019 in mainland Tanzania, Mbeya but has been working informally with the community since 2015.

MAWA was started by the following people:

**Mr. Simeon Mihinga, Director**, holds Master's Degree in Administration Planning and Policy Studies from the University of Dar es Salaam, Tanzania. He also holds a certificate in Social Entrepreneurship and Project Planning from Philanthropy University, in USA.

Simeon has extensive experience working in Youth Development Initiatives for students lacking entrepreneurial and employability skills. He was responsible for coordinating the Youths of the United Nations Association in Teofilo Kisanji University, Tanzania. He is proficient in training entrepreneurs and with developing & administering initiatives. His 12-year experience of working with youths particularly at university and college levels has helped him to understand major employment problems facing graduates.

He is the author of two books on entrepreneurship (Natamani kuwa Mjasiriamali; Visa na Mikasa ya Wajasiriamali and Amri kuu za kufanya Biashara-written in Swahili). At MAWA, he trains, motivates and persuades college learners to engage in entrepreneurship.

**Mr. Fabian Hyera, Project Manager**, holds a Diploma in Social Work and Community Development from the University of Dodoma, Tanzania. He runs a family coffee processing and packaging venture.

He has been working with various youth groups from colleges for many years. He worked with KIHUMBE institution in Mbeya city for three years, promoting community development among youths. He believes that majority of youths graduating from universities and colleges lack employable skills and is committed to fostering entrepreneurship among them.

At MAWA, Fabian organizes community development workshops and seminars and is responsible for coordinating and organizing MAWA projects

**Mr. Faraja Nyoni, Monitoring and Evaluation Manager**, holds a Bachelor's degree in Computer Science from St. Joseph University in Tanzania. He has experience in Programming, Web development languages, Operating (Computers) and Database Management Systems.

At MAWA, Faraja will help participants integrate IT into entrepreneurship. He provides evaluation support for projects and has also taken responsibility for enabling parental and community involvement.

**Ombeni Kajela** holds a Bachelor's degree in Arts from Teofilo Kisanji University, in Tanzania. He is one of the beneficiaries of Youth of the United Nations' seminars and workshops, that help acquire entrepreneurship skills and competencies. He has been able to establish his own small business particularly in crop cultivation and juicing. At MAWA,

he organizes workshops and seminars for youth through youth-organisations at colleges and motivates them to embrace entrepreneurship.

**Amana Twaha Kawisa** is a secondary school teacher with a Bachelor's degree. She is proficient in athletics and the performing arts (such as dancing and singing). At MAWA, she helps promote entrepreneurship in the area of sports and performing arts.

**Bernard Augustino** holds a Diploma in Early Childhood Education and a certificate in Community Development. He runs a small juice and porridge selling business. He has worked with Teen Africa Organisation in Tanzania, to help teenagers engage in different socio-economic activities (such as chicken rearing, tailoring and cloth design). His experience has been vital to reaching youths including teenagers.

**Vitus Lucas** holds a certificate as an Agricultural Extension Officer. He has wide experience in working with organizations that support rural agricultural entrepreneurship. He has worked with several well-known NGOs like Techno Serve, GODCL Ruvuma and Mahinya Sustainable Agriculture Centre, Tanzania. Over 15 years, he has conducted training programs for Tanzanian youth on sustainable agricultural practices and other entrepreneurship skills.

**Anuciata Ngonyani:** She is a Bachelor of Education and a certificate in Entrepreneurship holder. She has more than 20 years' experience in youth development activities. She worked at St. Marys' international schools and Anungo business companies, where she organized various primary and secondary school entrepreneurship development activities in creative arts, performing arts, design and tailoring. At MAWA, she motivates people to engage in productive work for both self and public employment.

The founders share a desire to build the relevant knowledge and skills for entrepreneurship among college and university learners in Tanzania. They are committed to ensuring that the communities they work with truly benefit from their initiatives.

### **Why entrepreneurship is important to Tanzania?**

Entrepreneurship presents an important opportunity for Tanzanian youth, who comprise about 70 percent of the population and yet lack job opportunities in the formal sector. It is estimated that, each year in Tanzania, 700,000 graduates enter the labour market, but only 40,000 (5.7%) find employment in the formal sector (Ngalomba, 2018). Studies have shown that a large percentage of graduates do not have the skills required by employers, something that has led the latter to prefer experienced personnel to fill the vacancies available (Changarawe, 2014; Ngonyani, 2013; Mutagwaba and Kyetema, 2017). This has left many young people on the streets with certificates but no jobs.

Since 1967, Tanzania's entrepreneurial education has evolved. Entrepreneurship education has received increasing support from the government, as indicated in documents like the "Vision 2025" (URT, 2003a) "National Trade Policy" and the "SMEs Development Policy" (URT, 2007).

While such policy initiatives are very important in the promotion of (graduate) entrepreneurship, there are still gaps between policies and their implementation at institutional and functional levels (Mwasalwiba, Dahles & Wakkee, 2012).

The government and other stakeholders are promoting entrepreneurship as an alternative way for young people to become employed. Many institutions have come up to promote / support a career in entrepreneurship: (a) Learning institutions like the University of Dar es Salaam have introduced competence based curriculum and specific entrepreneurship courses; (b) Business Service Centres such as at Entrepreneurship Centre of the Umzumbe University offer support for entrepreneurs; (c) Vocational Education Training Authority (VETA) have been established to help impart entrepreneurial skills - VETA has 630 centers in the country offering training in more than 34 different entrepreneurial activities; (e) a program called Business Environment Strengthening for Tanzania (BEST) has been introduced to ensure that the services being offered by the government to entrepreneurs are efficient and effective (Ngalomba, 2018). The government has also designed and set up a funding mechanism and schemes to address poverty and unemployment through promoting entrepreneurship (Katundu & Gabagambi, 2016).<sup>1</sup> NGOs and other civil societies have been recognized and allowed to operate to support community development initiatives including entrepreneurship (Ngalomba, 2018).

To succeed as entrepreneurs, however, the youth need more than academic qualifications. They need relevant knowledge, attitudes and skills. For instance, 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 (Kalimasi & Herman, 2016).

Universities are under pressure to produce employable graduates with a broader set of both hard and soft skills (Azevedo, Apfelhaler and Hurst, 2012). However, university curricula are apparently rarely reviewed or changed to incorporate current labour market requirements (Hurlimann, March and Robins, 2013; Sidebotham, Walters, Chipperfield and Gamble, 2017). Rote learning methods limit the development of critical thinking and innovation, which are important capabilities for entrepreneurs (Kalimasi & Herman, 2016). Moreover, population growth and the resultant demands on the educational system has resulted in declining quality of education. As a result, youth are not equipped with skills for employment or for entrepreneurship.

## **2.What we want to do**

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<sup>1</sup> Such funds include: National Entrepreneurship Development Fund (NEDF), Youth Development Fund (YDF) under the Ministry of Labor and Youth Development, Women Development Fund (WDF) under the Ministry of Community Development, Gender and Women's Affairs. Small Entrepreneurs Loan Facility (SELF) under the Ministry of Planning and Presidential Trust Fund (PTF) under the President's Office, Small and Medium Enterprises Credit Guarantee Scheme (SME-EGS) – under the Central Bank of Tanzania, Small and medium Enterprise Competitiveness Facility (SCF) establishment of the National Micro-finance Bank (NMB) to cater specifically for micro-enterprises

## **Our Vision**

Our vision is to help create a world that is free of poverty by promoting and facilitating sustainable, small business entrepreneurship across Tanzanian communities.

## **Our Core values**

Our core values are as follows:

**Practicality** – MAWA is committed to offering entrepreneurship programmes using practical to-do activities, to inculcate relevant skills. Participants will have opportunities to practice what is learnt in the programmes within real life situations.

**Equality of all.** MAWA's programs and other support services will provide equal opportunity to all, irrespective of their gender and economic circumstances. It will also encourage entrepreneurs to provide equal opportunity to all women and men.

**Innovation.** An innovative idea is a novel idea that has been transformed into practical reality. MAWA would encourage entrepreneurs to come up with an innovative product, process, or business concept that (a) provides profits and growth for the organization and the entrepreneur AND (b) improves the access of the poor people to affordable and good quality products.

**Fairness and security.** MAWA is committed to ensuring that it's employees are given decent work. It is also committed to ensuring that entrepreneurs provide work that is productive and delivers a fair income, security in the workplace and social protection for their employees.

## **Our Mission**

MAWA aims to be known in Tanzania for promoting and facilitating sustainable, small scale business- (formal and informal) entrepreneurship in Tanzania. It is committed to (a) dissemination of information and resources for promoting entrepreneurship as a career choice among different learners; (b) conducting entrepreneurial development programmes in sectors that promise profits and improve access of the poor to necessary, affordable and good quality products/services. Through these initiatives, it hopes to help reduce poverty and enhance economic prosperity among Tanzanian communities.

It is our hope that MAWA will become known for generating many successful entrepreneurs and successful small-scale businesses in Tanzania. We hope it will be known for practically contributing to poverty- reduction and local community development through entrepreneurship.

## **3.How we intend to accomplish our vision & mission**

MAWA plans to organize a variety of events - workshops, seminars, classroom sessions, start-up partnership programs, innovation hubs etc.- to (a) promote entrepreneurship as a career choice and

(b) provide entrepreneurship knowledge and skills. It would also provide mentorship, business support services and networking opportunities to facilitate entrepreneurship.

In the next three years, it plans to focus on promoting entrepreneurship as a career choice among University learners. After that, it expects to also offer skill building training, mentorship and business support services and networking opportunities for entrepreneurs.

MAWA plans partnerships with NGOs, the government agencies and funders to provide entrepreneurs with latest technological knowledge or skills, provide domain knowledge and provide overall support services.

MAWA intends to largely depend on donations/grants for the conduct of its programmes. It will, however, at some stage, charge a small fee to the participants to foster program sustainability.

### **What we have accomplished so far**

Since 2018, MAWA has been piloting entrepreneurship awareness programmes to college/university students who want to be entrepreneurs in small business eg., farming, fisheries, tailoring, food processing, ICT/smart technology-based businesses. Please see Annexure A for a list of some of the notable programmes conducted so far. Many participating students expressed keen interest in acquiring knowledge and entrepreneurship capabilities.

So far, since its inception and until lockdown, MAWA has conducted three entrepreneurship awareness programmes for the youth. A total of 484 participants (201 girls) from 5 different university colleges in Mbeya-Tanzania, attended the programmes. Some participants of MAWA's programmes reported that they have established small income generating activities to begin learning self-employment. Three examples are Mary, Yohane and Ratifa who have established chicken rearing, small fish selling as well as perfume businesses respectively. When asked what triggered their decision to start such businesses, they had this to say;

*"I learnt through Makutano ya Wajasiriamali seminar held last year at our university that if I need to get assured of my income and life after college, I need to practice different income earning activities. I decided to run chicken rearing in a small room around the house I live. Although it is a tough activity but I have managed to raise 40 chicken which have begun giving eggs and sell the eggs to get little income"* Mary from St. John Health College-Mbeya.

*"I remember I attended entrepreneurship seminar organized by MAWA in December 2019 at MUST, I learnt that students also can engage in some small entrepreneurial income generating activities as a means to earn a living while at college and after college. I decided to use my little pocket money to buy small fish called dagaa from Mwanza-Tanzania and sell them here in Mbeya. Since then, I have been communicating with MAWA seminar presenters to grow my business, the business is doing good and I hope to run large business after I graduate"* Yohana from Mbeya University of Science and Technology-MUST-Tanzania.

*“Ever since I started attending MAWA seminars last year, I sought it is better to try practicing what I learnt. I used a small amount of my pocket money to buy perfume liked by students and sell them at small profit. This small business has raised my income as I’ able to meet some of my living costs that I could not afford before. I would argue my fellows to attend and practice good entrepreneurship lessons offered by MAWA. I hope they can help a lot of students to be able to establish self-employment after college”. Ratifa from Teofilo Kisanji Teachers’ College-Mbeya-Tanzania.*

After realizing that majority of students are interested in our programmes, MAWA has established innovation clubs at colleges, some of which continue nurturing entrepreneurial ambitions and projects of the members. Currently we have two active innovation clubs. A few groups established at Teofilo Kisanji Teachers’ College-Mbeya-Tanzania have shown positive results as members continue grow their entrepreneurial ambitions as they have begun running chicken rearing, clothes selling and farming. We hope to continue using the innovation clubs to continue motivating, empowering and providing entrepreneurship development support services.

### **Plans for the next three years**

In next three years, MAWA expects to continue piloting entrepreneurship awareness programs to 30 universities that would reach about 3000 youths in Tanzania. Each program will target about 100 participants.

The participants of these programs would learn the following:

- (a) Why pursue entrepreneurship as a career choice
- (b) Local small business opportunities in specific sectors such as agriculture and allied activities, fine and performing arts, fashion & design, tailoring. Potential consideration will include addressing the needs of the poor.
- (c) Skills and knowledge required for establishing a profitable, sustainable, small business
- (d) Government and general schemes for encouraging small business entrepreneurs- who is eligible, how to apply for the schemes

The learning will occur through formal seminars and workshops, radio/TV talk shows and mini competitions to generate business ideas.

### **4.Resources required for conducting this program (over next 3 years)**

MAWA intends to conduct about 10 workshops in each year involving different universities or colleges across Tanzania. Each programme shall be conducted for 3 days consecutively for each university.

MAWA understands that conducting such programmes requires diverse resources. The initial arrangements including seeking permission from respective authorities, programme advertisement for mass mobilisation through mass and social media, seminar brochures and posters. The project

also needs human resources including five full time staff ie. Project head, Project coordinator, Monitoring and evaluation officer, office secretary and a driver. There will also be part time staff including 3 entrepreneurship resource persons/experts, 1 IT expert and 4 volunteers for programme promotion, content development support, poster and brochure design and distribution, assisting with project administrative tasks.

The assets required are Communication & IT Maintenance, travels, accounting and administration as well as rent for headquarters. The administration of these programmes also needs 3 computers, stationeries, 3 different training models and manuals, furniture, storage, Internet of Things (IoT); arrange transport (travels-a programme bus) and accommodation; rent specific equipment for running a business including sewing machines.

## **5.Request for funds (All Figures in USD)**

After consulting with the community members and other stakeholders, the priority need is a conducive learning hub with context-related study materials and courses. We had several sessions with the regional community members to decide that learning should be administered to hard-to-reach areas to stem the gaps of the entrepreneurship skills challenge. To facilitate the project, our budget thus is US\$ 284,623.8 for a period of 36 months (three years).

Donors may decide to fund the whole budget or fund a one-year budget which stands at \$94,874.6 and or fund an average asking for each project event which costs \$9,487.46. Donors can also contribute any amount or specific item provided it cannot imply additional costs.

MAWA is registered as a non-profit and hence direct donations/grants to its programmes are tax exempted except for some few items including salaries which are taxed in due process. MAWA will issue quarterly statements and reports on the progress of the programme to every donor and other stakeholders showing what has been accomplished so far. The funders will have opportunity to have their names and services appear in our banners, social media, website and reports for the whole programme period. In specific occasions funders may request to participate in our events both physically or virtually.

## Budget For next 3 years

### i. Recurring

A. Manpower			
Description	Unit	Amount x Period (Months/days)	Extension
Project Head (Overall management of the project)	1	340 x 1 x 36	12,240
Other Key Staff (Project coordination & monitoring and evaluation)	2	250 x 2 x 36	18,000
Resource Persons They will participate for two days among the three planned for each event	3	50 x 3 x 180 days.	27,000
Computer/ICT analyst (works 270 days ie three days per 30 events)	1	30x 1 x 270	8,100
Secretary/Receptionist	1	120 x 1 x 36	4,320
Volunteers	4	100 x 4 x 36	14,400
Driver	1	70 x 1 x 36	2,520
Contingencies	10% of Total Extension Value		7,000
<b>Total</b>	<b>Manpower Cost + Contingencies</b>		<b>91,580</b>
B. Assets			
Communication & IT Maintenance (1 per month)	1	100 x 1 x 36	3,600
Travels (to various colleges/universities for project administrative tasks as well as for execution of the project) (30 university campuses)	30	160.8 x 10 x 30	48,240
Accounting and administration	1	919.55 x 1 x 36	33,103.8
Programme promotion materials (posters and brochures, tv and radio and social media)	5	50x5x36	9,000
Rent for HQs	1	150 x 1 x 36	5,400
Contingencies	10% of Total Extension Value		10,000.8
<b>Total</b>	<b>Asset Cost + Contingencies</b>		<b>109,343.8</b>



ii. Non-recurring

C. Equipment (Electronics/Electricals)			
TV	1	17,200	17,200
DVD	1		
Microphones	4		
Speakers	2		
Projector	2		
Generator	1		
UPS	2		
Desktop Computer	1		
4G Mobile Phones	4		
2G Mobile Phones	6		
Laptops	3		
Printer	2		
Fans	2		
Other Appliances	--		
Office Consumables	--		
Equipment (Specialized)			
Sports and Game Items	1	25000	25000
Video Games and consoles	1		
Books	1		
Manuals	1		
Learning materials	1		
Contingencies	10% of Total Extension Value		2500
<b>Total</b>	<b>Equipment Cost + Contingencies</b>		<b>42,700</b>
D. Transport			
Passenger Bus	1	1 x 35000	35000
Contingencies	10% of Total Extension Value		6000
<b>Total</b>	<b>Transport Cost + Contingencies</b>		<b>41,000</b>

Project Cost Outlay			
Sub heading	Description	Total	Extension
A.	Manpower	<b>91,580</b>	<b>284,623.8</b>
B.	Assets	109,343.8	
C.	Equipment	42,700	
D.	Transport	41,000	

iii. Funding options

Project Cost Outlay			
Sub heading	Description	Total	
A.	Full funding (36 months)	<b>284,623.8</b>	
B.	One year funding (12 months)	94,874.6	
C.	Single project event funding	9,478,46	

## ANNEXURE A

List of some notable programs conducted by MAWA so far.

S/N	Name of the programme	Target	Duration	No. of Attendees
1.	<b>Seminar B presentation:</b> What activities can university graduates undertake as a means to self-employment. August, 2019 at Teofilo Kisanji University, Mbeya-Tanzania	Graduating university learners	1day	374
2.	<b>Begin, Learn and Graduate with Entrepreneurship Skills;</b> College and university entrepreneurship awareness programme	Learners from 5 Colleges and universities in Mbeya city-Tanzania	2 days	110
3.	<b>The role of women in fostering entrepreneurship among family members;</b> Seminar presentation during the World Women's Day-March 8/2020	Women	1day	111
4.	The role of MAWA in Promoting entrepreneurship in the community; <b>Radio presentation (Bomba FM in Mbeya)</b>	Various community members	1 hour presentation	Various
5.	<b>The importance of entrepreneurship tolerance;</b> MUST FM Radio-Mbeya Tanzania presentation (November, 19/2020	All sorts of entrepreneurs	1hour presentation	Various

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