

# uniterra leo

October 2019 - Issue 8

Inclusive Economies. Inclusive Societies.  
Collaborative Action for Women and Youth.



Coastal Cultural Tourism Enterprises (CTEs) got a boost in environmental programming with the arrival of two Students Without Borders volunteers – sustainable livelihood development officer Charlynn Jelier and environmental conservation officer Jeffrey Fontaine.

Pugu Hills CTE and Pande CTE are both relatively new, women-run CTEs based in the Dar es Salaam-area, which presents its own environmental challenges. Struggling with littering and community-related issues, they wanted to bring tourists to their CTEs with an eco-focus.

Under the leadership of Pugu Hills CTE founder Sairis Bugeraha, a ‘One Step, One Bottle’ campaign was launched encouraging tourists to help collect trash along their forest trek and then be gifted with a re-furbished water bottle plant holder painted by local community women. Pande CTE held an awareness event for community members around the nature reserve to educate them on the benefits of the forest and its eco-tourism, and to discourage community encroachment on the reserve to protect its ecosystem and environment.

CTEs not only provide a local, cultural experience for tourists – but must also support community projects and provide vital income to the youth and women involved in programming.

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## KARIBU TO UNITERRA LEO!

Whether you are a partner or a community member, a staff or a volunteer, WUSC Tanzania and the Uniterra program welcomes you to our newsletter!

Keep reading to learn more about the latest activities of the program.



# FEMINA HIP CELEBRATES 20 YEARS OF EDUCATING & ENTERTAINING YOUTH



Femina Hip team Bahati, Julie and Amabilis at Femina Hip's 20th Anniversary Party. Photo Supplied.

*"Femina Hip commemorated its 20th anniversary of working for and with the youth of Tanzania! The event was a magical night of celebrating 20 years of Femina Hip - and was such a happy and soulful experience!"*

*By Julie Turgeon, Femina Hip Graphic Designer and Uniterra volunteer*

The Diamond Jubilee Hall was exploding with music, colourful displays and youthful excitement as 350 guests celebrated - two generations of clubbers, teachers, partners as well as Femina team members. We were taken through the journey of Femina Hip and Femina made sure the youth were at the center of this special night.

Youth were the hosts and the special guests of this party - they attended to the guests, exhibited their work, had fun taking pictures, sang, gave speeches, presented and received awards, danced and got the chance to show their talent. After all, this party was a celebration of two decades working for and with youth of Tanzania.



Femina Hip founder Dr. Minou Euglesang receiving an Award of Appreciation. Photo Supplied.

Before the ceremony, guests visited exhibition booths showcasing the work of Femina Hip and partners, including learning about the Community Mobilization Team, Fema Clubs and both the Girl Power and Boy Power teams, as well as how we produce the Fema magazine, the Fema Radio and TV show.

Once entering the main hall, guests were amazed by the spectacular decorations made out of screen projections. The Femina Hip team strutted on the catwalk exhibiting their original clothes made from special Femina Hip khanga.

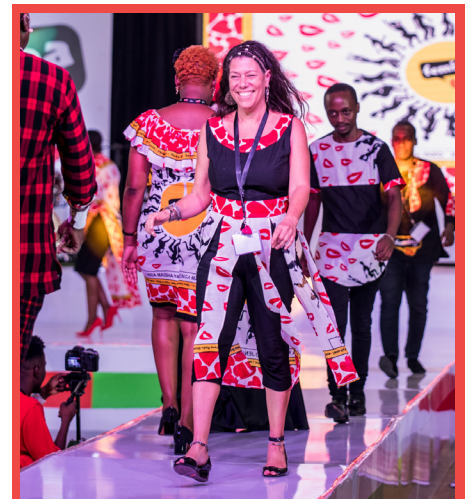
Guests were seated at tables with fellow clubbers as well as with Fema Team members, partners and representatives from partner organizations, embassies and from the government - including WUSC Tanzania Country Manager Manu Mwaipopo and Uniterra program volunteers Kayla and Alyssa.

But it wasn't just an ordinary party. Awards of appreciation were presented to all those who have contributed to making Femina Hip a success. Femina presented the yearly performance Awards to the Fema Clubs, Fema Club Networks and the mentors/teachers of Fema Clubs. We are proud of the tremendous work they do for the benefit of our youth, our communities and future generations.

The audience was told the story of how Femina Hip started to work on educating youth on Sexual and Reproductive Health and Rights, and then later expand to economic empowerment,

citizen engagement and youth connection - as well as how they value gender equality and the respect of the environment in all aspect of Femina's work.

Each guest went home happy and received a reusable bag made out of Femina Hip khanga, a lanyard with a hearth and a copy of the 20 Years Special Edition of Fema magazine.




*"I am a Canadian volunteer who is part of the Uniterra Program. It has been a privilege to be part of the 20 years celebration party of Femina Hip - a night I will remember.*

*As a graphic designer advisor, I was involved in collecting and designing images, event communications and t-shirts, as well as having the honour to design the new Femina Hip khanga - "honour" as a khanga is a traditional piece of clothing worn by women in Tanzania. Before the winning design was chosen, I did more than 50 different designs!"*



# POSTCARDS FROM THE FIELD

## CELEBRATING CANADA DAY!




Happy Birthday Canada! Unitererra volunteers Charlynn, Alyssa, Jeffrey and Tara celebrated Canada Day by attending a reception hosted by High Commission of Canada to Tanzania and High Commissioner Pamela O'Donnell (pictured far right). They were able to commemorate Canada, the work it is doing in Tanzania and the ongoing partnerships happening in the country. Photos: Sonali Diaz Desrochers

## DIGITAL INNOVATION WEEK



Several Unitererra volunteers attended Innovation Week 2019 in Dar es Salaam and Arusha to learn more about a range of topics relating to innovation and entrepreneurship in Tanzania. Volunteers in Dar es Salaam - Kayla, Nadia and Julie - attending the Digital Principle event at dLab Tanzania.

## DOCUMENTING STORIES



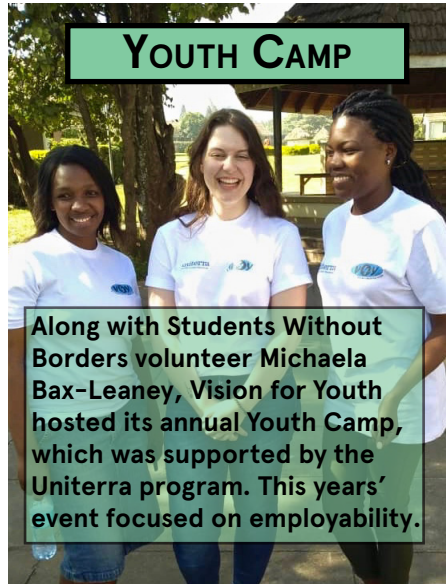
Adil Boukind visited Tanzania for six weeks to document stories of change from local partner organizations and beneficiaries of the Unitererra program.

## RESEARCHING UNITERRA




University of Ottawa's Dr. Rebecca Tiessen joined Unitererra researcher Tabitha Mirza for 10 days in September to visit local partner and analyze key findings of their research.

## YOUTH CAMP




Along with Students Without Borders volunteer Michaela Bax-Leaney, Vision for Youth hosted its annual Youth Camp, which was supported by the Unitererra program. This year's event focused on employability.

## FAREWELL SARA



Based in Babati with TCCIA Manyara, Sara Zubair developed a strategic plan, including a funding and donor intelligence strategy.

## SUB-SECTOR MEETING



The Unitererra program hosted our local partner organizations, staff and in-country volunteers for its annual Sector Committee meeting this February. Our partners came together from around Tanzania to engage in dialogue about our two sectors (tourism and fruits & vegetables) while also receiving updates about the Unitererra program and presentations about important issues and successes related to the program.



# DIGITALLY MARKETING TANZANIA



Unitererra volunteer Kayla Isabelle with a NCAA ranger (L) and her TTB counterpart Mduma (R). Photo Supplied

## Digital Marketer Kayla trains Tanzania Tourist Board stakeholders and staff

As a Digital Marketing Advisor, Kayla Isabelle worked to ensure public and private organizations realized the importance of digital marketing for promoting Tanzania to the world.

Along with her Tanzania Tourist Board counterpart Rossan Mduma, she facilitated digital marketing trainings with local tourism operators, TTB stakeholders and agents in Dar es Salaam, Zanzibar and Arusha that focusing on best practices, identified key trends in social media and content creation.

Including all of her trainings, she was able to educate almost 100 tourism operators, stake-

holders, staff, private companies and public entities including the Zanzibar Commission of Tourism and Ngorongoro Conservation Area Authority (NCAA).

When working with the NCAA, Isabella delivered a one-week intensive, hands-on training with their staff members to build a social media strategy in real time - learning and creating the document simultaneously.

“We would talk about social media and a key theme or concept within a social media strategy and then actually design the strategy using insights from the team,” said Kayla about the NCAA training.

“I found that process to be really helpful for the team to understand the thinking behind the strategy. Sometimes you see a consultant come in and build a strategy, and then the team doesn’t know how to implement it properly.”

During her three-month mandate, which ended in May, Isabelle worked with the Tanzania Tourist Board’s IT and communications team to build a communications strategy and offered them day-to-day support in editing and designing. She worked closely with Mduma to collaboratively design and deliver the trainings to NCAA.

“The idea is for Mduma, my counterpart, to deliver similar sessions moving forward to other partner organizations,” said Kayla about her mandate’s sustainability.

“You can see that he understands it - he is asking the same questions I am asking and there was sort of an informal capacity building by him just participating in all of the trainings. In terms of a sustainable approach to keep on delivering those trainings, Mduma is going to be a key person to deliver those in the future.”

Isabelle says Mduma plans to do a train-the-trainer model and will take the social media presentation that they developed together for NCAA and implement it to other organizations.

“I think the sentiment was that it was a really good introduction to digital marketing but there is a thirst for a lot more information.”



Unitererra volunteer Kayla Isabelle with digital marketing training participants in Zanzibar. Photo Supplied.

## WOMEN IN CULTURAL TOURISM NETWORK: MAKING IT OFFICIAL



Tanzania Tourist Board (TTB) and Students Without Borders volunteer Calyssa Burke along with WUSC youth advisor Neema Masesa met with members of the newly established Women in Cultural Tourism Network this April.

With the support of WUSC and TTB, these women - working together as a cabinet committee - were finalizing the official registration and constitution of the network that will help women in tourism connect, share experiences and assist other women to enter the tourism industry. They currently communicate via a Whatsapp group where they exchange this knowledge as well as promoting each others’ tourism initiatives and businesses.

“It is useful - so far, so good,” said Sairis Bugeraha, chairperson of the Women in Cultural Tourism Network. “We hope that after it is officially registered it will be even more hopeful because we have a lot of plans for the network - like exhibitions, combo packages and visiting other CTEs.”



# A TALE OF TWO DICKSONS

*On opposite ends of Tanzania, two youth – both named Dickson – are excelling at their chosen fields of tourism and agriculture, both which are sub-sectors of Uniterra’s focus.*

*Both of these Dicksons’ have received support from the Uniterra program in different capacities and are excelling in their enterprises.*



With many youth stepping away from agriculture, Dickson Alex is a young, Tanzanian farmer who is recognizing the strength, importance and potential of a future in agriculture.

Originally starting with just half-an-acre, he has built his business to include five acres, five greenhouses and clients at upscale lodges in Selous Nature Reserve and in hotels in Dar es Salaam. He has also recently started up a business partnership with two other youth - called You Spices - to farm 50 acres in east-central Tanzania.

“I decided to do farming as a business - as my major career,” said Alex, the 27-year old owner of AgriLife LTD and former member of agriculture graduate cooperative SUGECO, a Uniterra local partner organization. “To me, that is a big achievement as a graduate who has employed myself in farming and I am living through farming.”

SUGECO recommended Dickson as a potential leader and role model for other youth so WUSC sent him to Ghana for a Youth Summit on the Sustainable Development Goals in 2017. He also attended a Uniterra-sponsored training on post-harvest loss in Dar es Salaam in March 2018.

In AgriLife, Alex employs 11 permanent workers and casually hires out labour for up to 50 people during peak times – mostly who are youth with no other business prospects. These are not the only youth that Dickson works with - he also does consultation for other youth on how to set up small-holder farming operations.

Alex says he wants to continue building and investing in his agriculture businesses – while also inspiring youth to get involved in agriculture.

“I still have a vision to expand my production activities - I keep on expanding,” said Alex, “but right now, I want to focus - I want to be a giant in pepper production. That is my dream now.”



Nestled in a remote fishing village on Lake Victoria’s largest island, a budding tourist site – a cultural tourism enterprise – is getting a boost in traffic from international booking website Village Monde and allowing tourists to go local while helping develop the community.

Founded by Dickson Magomba, Ukerewe Cultural Tourism Enterprise is one of the cultural tourism enterprises (CTEs) that has benefited from going online after Uniterra volunteer Rodolphe Lasnes visited the location as part of his mandate in partnership with the Tanzania Tourist Board and the Canadian-based non-profit travel website Village Monde.

Since being added to the website in December 2017, Magomba has already seen an increase in guests who book directly through the Village Monde website – called Vaolo - and is expecting to be able to welcome more guests and continue growing with the help of this new tool.

Magomba has been able to attract visitors through his own website, the TTB office and word-of-mouth but thinks that Village Monde has added value as well as allowed him to access new markets to a different kinds of tourists.

“They are also getting the information from the Village Monde,” said Magomba. “Something I can appreciate from Village Monde is that they do a good job of displaying our photos and our information for what we offer.”

As well as helping out community development, he hires a group of women to help run the CTE whenever guests are there. Since there is a lack of business and income opportunities in the small community, this extra income helps contribute to their families’ livelihoods.

“It was a good match between Village Monde and the CTEs of TTB, because we knew from the beginning that all the CTEs are giving back something to the community,” said Lasnes at the end of his mandate in December of 2017.



# DON'S ALL-PURPOSE, ALL-AGRICULTURE MANDATE



Uniterra volunteer Don Hilborn with SUGECO staff members and volunteers. Photo Supplied.

Although he came to Tanzania with one mandate, agri-business advisor Don Hilborn was able to contribute to many projects at his partner organization Sokoine University Graduate Entrepreneurs Cooperative (SUGECO).

"I did many things during my mandate," said Don Hilborn. "I have experience being a farmer and an agriculture engineer in Ontario so there are many things they needed at SUGECO that also fit my skill-set. When we saw anything in need - we worked on it."

Although Don originally came just to assist in installing the drip irrigation systems, he helped SUGECO with numerous different projects including growing soil-less tomatoes, advising on their youth camp farm, sharing resources, testing the nearby water sources and working with young engineers to research a new biogas system.

"We had a lot of activities we did with Don and he was really good with helping us to develop ideas," said Revocatus Kimario, executive director of SUGECO.

"He has very good experience and he can look at things in a different angle so he would suggest to move in this direction. He would advise us."

Along with agriculture engineers at SUGECO, Hilborn was able to fix and modifying a fruit and vegetable dehydrator. Those engineers then used those skills to get additional contracts through SUGECO in Dodoma.

"When the engineers worked with Don, they improved their capacity to

work on the dryer to work," said Kimario. "This is the kind of sharing we got from Don and we just integrated them with our local initiatives."

Hilborn was still able to contribute to the drip irrigation projects as well as assist SUGECO on their technical and knowledge-sharing needs. However, Hilborn said it was not the amount of work he was able to do - but the people he was able to work with.

"It all comes down to the people. I was very fortunate to work with SUGECO, where there is so many things happening and there is real enthusiasm towards their role," said Hilborn.

"It is young graduates that are entering the field of agriculture and it is so interesting to work with them, to try to harness that enthusiasm and get it moving in a way that is productive for both Tanzania and for them."

Hilborn completed his three-month mandate with SUGECO in May.



Uniterra volunteer Don Hilborn fixing fruits and vegetables dehydrator with Abdallah, a SUGECO engineer. Photo Supplied.

## SUGECO GETS BIOGAS SYSTEM FROM CROWDFUNDING

During his time working with SUGECO, Uniterra program volunteer Don Hilborn was very inspired by the interest in biogas systems from the young engineers he was working with. Along with a friend from Canada, they raised enough money via GoFundMe to purchase a system for them.

"They will install it at the food processing facility," said Hilborn.

"Everyday SUGECO produces about 100kg of food waste and now they will put this food waste into the digester and the digester will produce enough gas to run 2 stoves for 8 hours a day."

SUGECO received the Biogas system in July and posted:

*"We would like to express our appreciation to Mr. Donald Hilborn for his generosity in fundraising for the biogas we received yesterday and will be installed earlier this week. This will be helpful for us to achieve our goals as an organization."*

## THANK YOU LOUIS!



Leave For Change volunteer Louis Juan joined the accounting team at SUGECO for three weeks to update their financial systems.

During his mandate in June, Juan was able to introduce, teach & update their data into Quickbooks software for continued use.

"It will really help SUGECO when they are providing information to any partners, sponsors, external users or even the auditors," said Juan.

"If they know it's coming from an accounting software system - it adds credibility."



# DRIP IRRIGATION FOR SUSTAINABLE FARMING

*SUGECO helps MVIWATA farmers in Manyara and Kilimanjaro regions gain access to drip irrigation kits*

Uniterra partner organizations MVIWATA and SUGECO have started training small-scale farmers to install domestic drip irrigation system at their homes and farms.

Supported by Uniterra program, residents of the Mkalama village in Hai district were shown the simple installation and benefits of the system which will, among other aspects, help livelihood of the MVIWATA members as they will gain access to fresh and organically treated vegetables.

Other members from MVIWATA Manyara and Kilimanjaro will be



Community members in Hai district learning about drip irrigation kits. Photo : MVIWATA Kilimanjaro.



Amani from SUGECO and Jackie from MVIWATA Kilimanjaro help set up the drip irrigation plot.

able to learn from the demonstration plots based on-site at the MVIWATA offices and will learn how to grow crops using the drip system. At MVIWATA Manyara, 10 key farmers have already been trained and will spread their knowledge of this technology to other farmers.

“These systems minimize the labour charges and the time it takes women on watering their gardens,” MVIWATA Kilimanjaro regional coordinator Alex Urrio told WUSC.

“It also minimize the cost of paying water bill, helps in environmental conservation as the land remain stable, ensures fresh vegetables during dry season and acts a source of employment and income as well.”

The initial phase of the project and demonstration plot was spearheaded by SUGECO agri-business advisor Don Hilborn. During his mandate in May, Hilborn travelled with several SUGECO colleagues to MVIWATA Kilimanjaro and MVIWATA Manyara to set up demon-

stration plots with the purpose of educating small-holder farmers the best practices and how to correctly use the systems.

Hilborn wrote the manual that would be given to the farmers about how they can better their access to water by using the irrigation kits.

“Adam, Amani and I installed drip systems at the offices for 2 small farmers groups. They will grow demonstration crops on the irrigated plots,” explained Hilborn when he initially set up the system.

“Then SUGECO [is planning] to come back with small drip irrigation kits for 20 very small farms or households - 50% run by women. With climate change water is everything.”

According to MVIWATA Manyara, drip irrigation is adaptable and can be easily expanded to irrigate additional plants if water is available. This makes it a sustainable solution for small-scale farmers and larger gardens.

## ROSEMARY FOSTERS POTENCIAL PARTNERSHIPS FOR SUGECO



SUGECO's Patrick and Bella posing with Uniterra volunteer Rosemary. Photo Supplied.

As a Resource Mobilisation Advisor with SUGECO, Rosemary Forbes worked with team members to define their communications material and tools to attract potential donors as well as maintain their current donor relationships.

She developed a public relations kit for distribution to donors and potential collaborators. Forbes also supported the communications officer to completely restructure the website and post current content - making it a useful tool for staff and an important vehicle for promoting SUGECO's model, programs, activities and products.

Forbes also developed a practical fundraising strategy which emphasized the importance of developing long term relationships through ongoing written and face-to-face communication; developed and delivered training for staff on proposal writing and worked with staff in writing a number of proposals - the range of which varied from \$20,000 to \$650,000.



# REACHING YOUTH LEADERS



Youth at a TCCIA Manyara training in Babati. Photo: Alyssa McDonald.

With the help of Uniterra volunteers, TCCIA Manyara has started implementing a new project aimed at youth leadership called Ni Yetu.

The original youth-inclusion strategy was conceived by youth advisor Frank Bagonza. Through meeting with youth in focus groups and field visits, Bagonza was able to build a foundation for how TCCIA can recruit and support more youth members.

TCCIA welcomed youth engagement advisor Jessica Wishart in June who took over the project and started

with the implementation process to youth in the Manyara region.

Two youth events were held in September to strengthen the leadership of their youth members and their role within TCCIA: a Youth Key Stakeholders Dialogue and a two-day Leadership and Business Planning training that 28 young men and women attended.

“The training was developed based on needs identified by the youth themselves,” said Wishart, “and the youth participants reported the training to be very helpful to their development.”

The youth-focused stakeholders dialogue brought together representatives from TCCIA board, organizations, government, youth groups and the private sector. The platform allowed participants to discuss trainings, collaboration and creating an inclusive environment for youth.

TCCIA hopes to be able to use this information to help expand the Ni Yetu project and allow more youth the opportunity to gain leadership skills.

During the first visit on their youth mobilisation tour, Bagonza and the TCCIA team were able to secure 20 new youth members from Vijana Kazi, an active youth group based in Kiru that grows seasonal vegetables and maintains a greenhouse for their agriculture endeavours.



TCCIA's Evodius Kaleimbo and Uniterra volunteer Frank Bagonza.

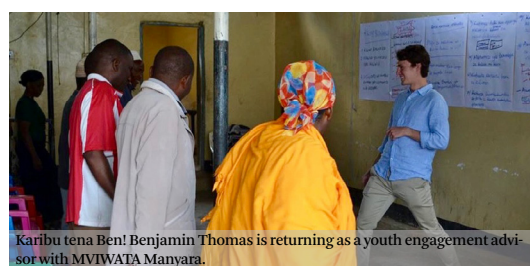
# WELCOME NEW VOLUNTEERS



Based in Zanzibar, Nilusha Barda is working with Education for Development (E4D) as a partnership development advisor.



Students Without Borders volunteer Laurelle Naa Lamiley is working with TCCIA Manyara as a youth engagement and communication officer in Babati for six-months.



Karibu tena Ben! Benjamin Thomas is returning as a youth engagement advisor with MVIWATA Manyara.



As Students Without Borders from the University of Sherbrooke, Audrey Gagné-Breton and Laure Côté-Rabel are working with MVIWATA Manyara as women economic empowerment officers.



Taskin Shirazi, seen here in her tripartite meeting, is working with the Tanzania Women Chamber of Commerce (TWCC) as a governance advisor in Dar es Salaam.



Based in Babati at Friends in Development, Sulay Gbana is working as a partnership development advisor for three-months while University of Waterloo student Ashley Pestrak is working as a youth engagement officer.



# INVESTING IN GENDER & YOUTH



Several Uniterra staff and local partner organization representatives headed to Ghana this year to learn about supporting women and youth through business and social impact investing.

In June, WUSC country director Manu Mwaipopo, Uniterra sector program officer Gaudence Kapinga, SUGECO executive director Revocatus Kimario and Tanzania Women Chamber of Commerce (TWCC) executive officer Mwajuma Hamnza all attended the Social Impact Investing Forum in Accra, Ghana.

Joined by staff and partner representatives from other WUSC country offices, the Tanzanian team were able learn about the importance of social impact investment – especially under the umbrella of gender lens investing.

Hamnza says that she was able to take many lessons back with her to TWCC members as well as learned how getting larger investments for growing, women-led business will help impact the socio-economics of their families.

“We can advocate to the business community so they know they have to support women – because if we want to reduce poverty in a place like Tanzania, we have to start with women,” said Hamnza.

She thinks TWCC can achieve Gender Lens Investing for their members by teaming with financial institutions so they prioritize women-led businesses through policies.

“They should have a gender mainstreaming policy within their institutions to make sure they impact the community through their investment,” explained Hamnza.

“We have a lot of financial institutions but they do not have policy which guides them to make sure that a certain number of loans go to women. We have to do this with these financial institutions otherwise women will keep saying that they don’t have access to finances.”

Lessons at the forum included supporting mentorship programming for women-led businesses, knowledge sharing and long-term capital investment aimed at women. Participants were also shared their experiences in providing access to loans for both women and youth.

Kimario was able to connect with attendees from Ghana, Sri Lanka and especially a similar graduate cooperative program in neighbouring Malawi that benefited youth.

“It was very interesting to me how they were not only facilitating market access but also access to loans, said Kimario. “Their work is similar to ours, but they’ve gone further by mobilizing funding to provide loans instead of youth going to a bank.”

# WOMEN HELPING WOMEN



As part of their mandates with local partner MVIWATA Kilimanjaro, Leave for Change volunteer Lynne Raymond and Program Development Advisor Maria Cataluna conducted a needs assessment with 60 women from Mkanyeni and Ruvu Terite villages about nutrition, health, farming, climate change and gender-based issues.

“We were women helping women: Maria, Jackie, Koku and me,” Raymond said, about working with MVIWATA staff members and volunteers.

“Together we were stronger and we helped the women in the Maasai village. Hopefully the recommendations from the needs assessment will help more women and youth in the MVIWATA Kilimanjaro region.”

Farewell to both Lynne, who ended her three-week mandate in August and Maria, who ended her three-month mandate in October.

## GENDER AND SEXUAL HARRASSMENT TRAINING



Uniterra partner JIVITA Foundation is taking further steps to better support women and girls, both in their projects and their office, after staff members and volunteers attended a training with WUSC Gender Advisor Andrea Scheske learning about workplace sexual harassment. Students Without Borders volunteer Maleeha Shams also led them through a review and revision of their new draft Sexual Harassment Policy.

“I think it really will benefit them as an organization to have an outlined policy to go forth and implement in their organization,” said Shams, who completed her mandate in August.



# WANAWAKE WANASEMA

## *Namna ambavyo mafunzo ya uongezaji thamani yamesaidia kufanikisha malengo ya kibiash*

“Naitwa Nasra H. Msofe nina umri wa miaka 27. Jina langu la biashara natumia NASHLAY PRODUCTS. Nilianza ujasiriamali mwaka 2014. Nilikuwa napenda sana kubuni vitu tofauti Ili niwe tofauti na wenzangu, hivyo nilianza na majani ya chai yanaitwa Mtandula ni majani ya asili, mbegu za maboga na uuzaji wa mafuta ya Soya. Nilifanya hii biashara kwa muda mchache nikapata ujuzito mwaka 2015 lakini sikukata tamaa hivyo nilianza kutafuta vitu vya kujiendeleza katika biashara zangu.

Nilikuwa sina elimu yoyote ya ujasiriamali hivyo nilikutana na wanawake wenzangu tukawa tuna ndoto moja ya kufika mbali haswa kuzalisha bidhaa za soya, hivyo tukatafuta pesa tukaenda SIDO, tulipofika, tukasaidiwa tukaanza mafunzo ya Usindikaji, kweli hapo akili yangu ilitanuka kidogo. Sote tulienda na Ndoto moja lakini kila mtu akaanza kufanya cha kwake, hivyo ikabidi nianze kutafuta mtaji ili niweze kutimiza ndoto yangu.

Kwa kweli haikuwa rahisi hivyo, nikawa naendelea na bidhaa zangu za mbegu za maboga na majani ya chai, nikaanza kuwa nauza kwenye maonyesho mbalimbali na kutembeza hivyo kufika mwaka 2016 nilijifungua mtoto, sikukata tamaa nilianza darasa la kwenye mtandao ili niweze kupata kipato cha kuweza kunisaidia nikiwa ndani na mtoto. Nilifundisha darasa kwa njia ya WhatsApp, baada ya kufundisha kwa kweli nilipata kipato, niliweza kujihudumia mimi na mwanangu.

Sikuishia hapo, nilijitahidi kuonana na wanafunzi niliowafundisha kwa njia ya mtandao ili niwafundishe kwa vitendo hakika nilifanikiwa kuonana nao, niliowafundisha jinsi ya kupika achali aina tofauti pamoja na pilipili baada ya hapo tukaenda kwenye maonyesho, kweli nilienda na wanawake wakafanya biashara kwa kushirikiana nao na hakika tulimaliza. Baada ya hapo nilijitahidi kuwasaidia nilipopita mimi, na wao walienda SIDO wakapata mafunzo ndipo nilipoachana nao nami nikaendelea na shughuli zangu. Mwaka huo pia rafiki yangu alinikaribisha kwenye mkutano wa TWCC ambapo nilivutiwa na kazi zao nikaamua kuwa mwanachama wa TWCC ambapo huwa napata huduma zao mfano; mafunzo kama mwanachama.

Mwaka 2017 nilianza kuwa nahudhuria katika mafunzo mbalimbali nikijifunza nami nakuja kuwafundisha wenzangu, baada ya hapo nilianza biashara ya kuuza mbogambo-ga. Nilikuwa naingia mashambani, naongea na wakulima



nanunua bidhaa nakuja kuuza mjini kwa kutembeza kila nyumba ili tuweze kula na mwanangu, hivyo nikajiongeza nikawa nauza kisamvu kibichi na kilichochemshwa na mboga nilizochemsha. Sikuweza kupanua soko kwa kuto-kuwa na mtaji wa kutosha, nilifeli ila niliweza kufundisha wengine ili nao waweze kufanya kama mimi.

Kufika 2018 huku nikiendelea na biashara yangu ya kisamvu, kuna siku message ilitumwa kwangu ikisema kuwa kuna mafunzo Morogoro, tulipanga na wenzangu kwa lengo la kwenda kujifunza lakini tulipofika SUGECO Morogoro tulichelewa hayo mafunzo ila tukapatiwa fursa ya kufundishwa kuhusu Viazi lishe, hakika nikaanza kuvipenda na kuomba mawasiliano ili nije nijaribu kuuza huku Dar. Kweli nilikuja na kg 20 nikaanza kuuza kwa kutembeza kila nyumba, baada ya muda fulani nikaanza kuviongeza thamani kwa kutengeneza juice ya Viazi lishe na pilipili ya tende na Viazi lishe. Kukatokea tena mafunzo ya viazi lishe huko SUGECO, hakika nilienda kujifunza, baada ya kupata mafunzo nikaja kujiboresha kwa kubuni bidhaa za Viazi lishe.

Hivyo kwa sasa nauza vikokoto vya Viazi lishe na Crisps za Viazi lishe. Nina ndoto ya kuja kufungua Bakery ya Viazi lishe, changamoto ninayokutana nayo ni mtaji hivyo nashindwa kusonga mbele.”

**IN HER WORDS:** How value addition training has shaped a female entrepreneur's business goals

*“Nasra, a young female entrepreneur, writes about her life, her professional goals and the experience working with Uniterra partners SUGECO Tanzania and Tanzania Women Chamber of Commerce to learn about value addition and how those partnerships have impacted her business.”*

**The English translation of “Wanawake Wanasema” is available on WUSC Tanzania’s Facebook Page.**

Local partner organization Tanzania Women Chamber of Commerce (TWCC) held a Young Women Entrepreneurs training on value-addition of fruits and vegetables. Facilitated by fellow partner SUGECO and uniterra youth advisor Neema Masesa, the women learned about safety in food processing, the use and benefits of certain ingredients and information on packing and labeling. Then, the participants made tomato sauce and paste, spices, garlic paste, soy flour, fruit juice, as well as baked breads and cakes.

The female participants said they will use this new knowledge towards their personal business goals.





# STUDENTS WITHOUT BORDERS

## Goodbye to Uniterra's group of summer SWB volunteers

Hailing from University programs across Canada and ranging in many disciplines of study, these seven students participated in a diverse set mandates at our local partner organizations.

They were able to contribute to awareness campaigns, gender and youth policies, the collection of success stories and an overall cultural exchange over their three months in Tanzania.

The Students Without Borders program allows for university undergrad and masters students to get international work experience while contributing to our local partner organizations and our overall goals of inclusion, opportunity and education for women and youth - especially young women.



Students Without Borders volunteer (front-left) Erin Normandeau, Maleeha Shams, Michaela Bax-Leaney, (back-left) Valerie Tremblay, Charlynn Jelier, Jeffrey Fontaine, Alexander Wightman and short-term TCCIA volunteer Sara Zubair.

### Meet Our Students Without Borders

(From front-left to back-right)

**Erin Normandeau:** Social networks & marketing officer - Tanzania Tourist Board (TTB)

**Maleeha Shams:** Youth Engagement Officer - JIVITA Foundation

**Michaela Bax-Leaney:** Communication & documentation officer - Vision for Youth (V4Y)

**Valerie Tremblay:** Communication & documentation officer - Friends in Development (FIDE)

**Charlynn Jelier:** Sustainable Livelihood Development officer - Tanzania Tourist Board (TTB)

**Jeffrey Fontaine:** Environmental Conservation Officer - Tanzania Tourist Board (TTB)

**Alexander Wightman:** Youth Engagement Officer - MVIWATA Kilimanjaro

Also pictured is short-term volunteer Sara Zubair.



SWB Valerie Tremblay with Friends in Development (FIDE) beneficiary.



SWB Alexander Wightman on a field visit with partner MVIWATA Kilimanjaro.



Erin Normandeau, a Tanzania Tourist Board volunteer, at Karibu Kilifair.

## FARMER FEEDBACK: COMMUNICATION FOR SCALE



Farmers have been able to share their experiences and their appreciation of the impact of the Communication For Scale (C4S) radio programs for their household and community during visits to Moshi and Babati Regions.

They have also been able to provide recommendations for future

programs in Moshi and Babati regions.

The C4S program in Tanzania has been a collaborative project between the Uniterra program and Farm Radio International (FRI) since 2016. C4S leverages the already established relationships FRI has with local radio stations in Tanzania in order to inform listeners of vital information specific to the fruits and vegetables sub-sector.

The first phase of the program focused on production and agronomic practices while the second phase focused on increasing consumption. Now in its third and last phase, the program centered on issues related to value addition, marketing and access to capital.

As the three-year program is coming to an end, Uniterra program M&E Advisor Nadia Lampkin and FRI Project Officer Eliakunda Urio travelled to Moshi and Babati to interview different farmer groups on their experience as listeners of the third phase of the program.

With the help of implementation partners MVIWATA Manyara and MVIWATA Kilimanjaro, they were able to get information from small-holder farmers about the programming.

In Moshi, the radio program concentrated on the banana value chain and in Babati, it focused on the garlic value chain.

Submitted by Nadia Lampkin



# YOUTH FIGHTING CLIMATE CHANGE

JIVITA Foundation has launched a new program which is giving a platform for Tanzanian youth to voice their concerns about climate change and environmental protection.

The Tanzania Youth Climate Action Network (TYCAN) was launched on October 14th at Arusha Secondary School with more than 500 secondary and college students coming out to support action against climate change.

Gearing up to the main event, the youth-powered JIVITA team has been busy advocating at schools around Arusha – and planted almost 1,000 trees in the last three weeks.

“TYCAN seeks to give platform to young Tanzanians to brainstorm their brilliant ideas on providing localized solutions to climate change,” said Zack Ahmed, a Students Without Borders and JIVITA-based volunteer.

“I am eternally grateful and it gives me the motivation to work hard with JIVITA to provide localized and tangible solutions to climate change that is threatening our livelihoods.”



The JIVITA team, Students Without Borders volunteer Zack and students at the launch of the Tanzania Youth Climate Action Network.

The plan to create the network emerged just two weeks before the launch when the group also rallied youth in the Karatu area to join the worldwide Global Climate Strike movement.

“So many young Tanzanians joined the millions of young people around the world to demand for tangible actions against climate change which affects our continent disproportionately. We therefore need to take concrete actions to curb this global phenomenon,” the JIVITA Foundation posted about the climate march.

“Here at JIVITA, we take pride in amplifying the voices of the young people and we will continue to support the youth in their resolve to fight climate change.”

JIVITA hopes that TYCAN will provide an open space and a sustainable solution to talk about the environment for youth. TYCAN joins many JIVITA projects which include providing sanitary pads to young girls from marginalized communities, rehabilitating and providing educational opportunities to street children, as well as linking young people to job markets.

Uniterra is a leading international volunteer cooperation and development program, jointly implemented by WUSC and CECI.

In cooperation with local partners in the tourism and fruit and vegetable sub-sectors, Uniterra Tanzania is committed to increasing the socio-economic power of women and youth in Tanzania.

Through knowledge sharing of volunteers and partner in the public, private and nonprofit sectors, we aim to increase entrepreneurship opportunities and equitable access to markets for women and youth.

Uniterra ni programu ya kimataifa ya kujitolea na maendeleo enedelevu, na inatekelezwa kwa pamoja na WUSC na CECI.

Kwa ushirikiano na washirika wa ndani katika sekta za utalii na sekta za matunda na mboga, Uniterra Tanzania imejiandaa kuongeza uwezeshaji wa wanawake na vijana kiuchumi katika jamii nchini Tanzania.

Kwa kupata ujuzi kwa wanaojitolea na katika ubia wa sekta za umma, binafsi na zisizo za kibiashara, tuna lengo la kuongeza fursa za ujasiriamali na upatikanaji masoko unaozingatia usawa wa kijinsia kwa wanawake na vijana.

**uniterra**  
A WUSC & CECI PROGRAM

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