



MONTH OF WOMEN ENTREPRENEURS (MOWE)

EVENT 2011- TANZANIA

Background

The ILO- Women's Entrepreneurship Development and Gender Equality programme (WEDGE) has been working in Tanzania since 2006 to eradicate the barriers to entrepreneurial development, with emphasis on gender related inequalities. This is done through training, lobbying and networking as well as by supporting various activities for women entrepreneurs in collaboration with partners.

MOWE Tanzania 2011

One of the programme initiatives has been the Month of Women Entrepreneurs (MOWE) event which was initiated since 2008 to help women entrepreneurs to disseminate information on how women play a key role in social and economic development. The event was therefore created to facilitate the dissemination of information among women entrepreneurs and to other partners with a view of promoting knowledge sharing while at the same time creating awareness to policy makers on issues specifically related to women entrepreneurship capability. As clearly put by Mr. Alexio Musindo, Director, ILO CO Dar es Salaam, in his inaugural speech "...The organization and implementation of MOWE events is one means of helping women entrepreneurs to consolidate their own networks, have their concerns given attention by policy makers and have their roles as entrepreneurs recognized by the wider community".



Group photo with the MOWE Fund raising event Guest of honour,

Tanzania First lady, Hon. Mama Salma Kikwete (sitted center). Left (sitting) is Mr. Alexio Musindo, Director, ILO CO Dar es Salaam

MOWE event involves a series of activities such as media campaigns, workshops and promotional activities providing the woman entrepreneur with an opportunity to showcase their businesses through exhibitions, symposia and financial fair. The MOWE Tanzania 2011 was organised from 31 October to 4 November 2011 by the ILO-WEDGE in Dar es Salaam in collaboration with the Wanawake na Maendeleo (Women and Development NGO) (WAMA), Women Enterprise Associations (WEAs), Tanzania Women Chamber of Commerce, Tanzania Women Bank, Association of Tanzania Employers, and various government ministries including Ministry of Industry and Trade, Ministry of Labour and

Employment and Ministry of Community Development, Gender and Children.

Financial institutions including commercial banks, cooperative banks, savings and credit cooperatives also participated in order to create a platform for the banks and the entrepreneurs to interact and to access information on what financial products are available for the entrepreneurs. Participation by Government ministries and agencies was an opportunity for the entrepreneurs to know more about the procedures for business names registration, business licensing legislation, issues on weights and measures and procedures for obtaining barcodes and product standards certificates. Among government agencies which participated include Business Registration and Licensing Authority (BRELA), Tanzania Weight and Measures Agency (TWMA), Tanzania Bureau of Standards (TBS), Tanzania Food and Drug Authority (TFDA), and the Small Industries Development Organisation (SIDO).



Tanzania First Lady Ho. Mama Salma Kiwete (left) receiving a gift from the WEDGE programme Coordinator, Ms. Gloria Kavishe

MOWE Preparations

In order to successfully hold the event a "fundraising gala" was organized during August 2011 which involved private companies and various ministries and was officiated by Her Excellency First Lady Salma Kikwete. The event raised in total 52 million TZS equivalent to USD 33,000.

Media campaigns were used to create public awareness about the event. These include press conferences, TV and Radio talk shows and interviews. This made it possible to reach the desired audience throughout the country and therefore have more than 15 regions represented in the event.



L - R: Alexio Musindo, Director, ILO Office, Dar es Salaam

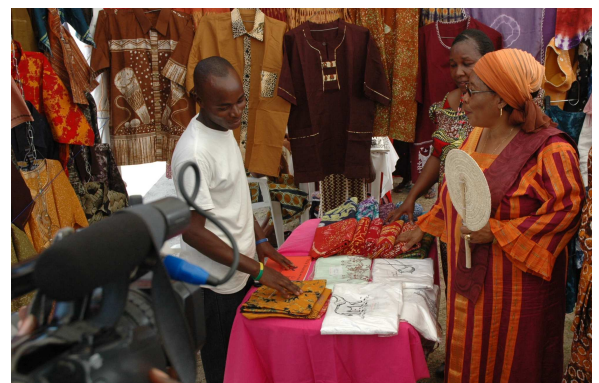
Ms. Consolata Ishebabi of Ministry of Industries and Her Excellency First Lady Salma Kikwete during the fund raising event

Exhibitions

The exhibitions which were launched by the Minister of Community Development Gender and Children, Tanzania, Hon.Sophia Simba. attracted a total of 242 entrepreneurs out of which 5 were men and 237 women, 8 financial institutions and 10 Government agencies. Visitors to the exhibitions included representatives from UN Agencies, Embassies, Ministries, donors, partners, CSOs/NGOs and the public.

Participation of neighboring countries: Participation of one of the NGO's from Malawi, Malawi Women Entrepreneurs was a good sign of collaborative work between Tanzania and Malawi; also a step forward towards improved cross border trade, and a window of opportunity for business growing beyond Tanzanian borders.

The type of exhibits included textile products, handicrafts, food products, leather products, natural herbs and services provided by women such as health insurance and health check ups. Through evaluation of the event, it was noted that most of the exhibitors/entrepreneurs appreciated being involved in the event as they were able to show case, sell, network and get market contacts for their products.



Captions:

1. L-R Mr. Alexio Musindo, Director, ILO Office, CO Dar es Salaam,

Ms. Elihaika Mrema - MOWE Chairperson and Hon. Sophia Simba -Minister for Community Development, Gender and Children visiting exhibition pavilions during MOWE 2011

2. *Hon. Sophia Simba (Right) - Minister for Community Development, Gender and Children viewing some of the products*

Financial Fair

As part of the MOWE exhibitions a financial fair was organized in collaboration with other ILO programmes i.e. Cooperative Facility for Africa (COOPAfrica) and the Youth Entrepreneurship Facility (YEF). This was a forum for interaction between women entrepreneurs and financial institutions. It was an opportunity for financial institutions to share information on financial products available, procedures and getting feedback from customers. It was also an opportunity for diverse representation of women entrepreneurs, young entrepreneurs - including members of cooperatives and associations to be heard especially on how they can benefit from the services provided by various commercial banks. Entrepreneurs got chance to share their experiences in obtaining services from commercial banks and on the other hand advice and information were provided directly to them. As was commented by one of the entrepreneurs, Saida Alli, one of the entrepreneurs , *"I had a chance to share my experience in obtaining services from commercial banks. I got first hand information which is very usefully for improvement of my business".* Most WEs do not have financial plans and therefore not aware of their financial needs and services available. Through this fair some 50 entrepreneurs opened their accounts directly with the banks.

Youth to Youth Fund Showcase and awards

As part of the MOWE event, nine (9) Youth-led grantees from the 2011 Call for Proposals that have won funding from the ILO's Youth Entrepreneurship Facility

(YEF) programme showcased activities they are implementing in promoting entrepreneurship development among their peers. The deputy Minister for Information, youth, culture, and sports, Dr. Fenella Mkangara officiated the event. The nine (9) youth organizations were publicly announced and awarded grants to support employment generation activities through entrepreneurship.



One of the youth grantee associations representatives posing for a photo with the guest of honour, Dr. Fenella Mkangara after receiving their certificate. Left is Mr. Alexio Musindo, Director, ILO CO Dar es Salaam

YEF's Youth-to-Youth Fund award ceremony was held on November 1, 2011 by publicly announce the winners of the 2011 Call for Proposals for projects proposing innovative solutions to entrepreneurship development for young men and women.



Group photo: The Guest of Honour, Hon. Dr. Fenella Mkangara, Minister for Youth and Sports (center sitting) with the Y2Y Grantees during the award ceremony.

Right (sitting) is Mr. Alexio Musindo, Director, ILO CO Dar es Salaam

Fashion Show

The fashion show event was designed to display work and art of women entrepreneurs on garments and accessories. It was also an entertainment for the entrepreneurs and visitors.

The fashion show was meant to enlighten the public about development in the fashion industry at women entrepreneurs level, encourage potential sponsors to support the industry, and improved market for textile designs in Tanzania

Symposium

The event involved senior government officials and officers from various institutions, embassies, and NGOs whereby presentations were made on entrepreneurs development, (SYB), IYB skills and IYES, and relevant, services available for the entrepreneurs business formalization. it was an opportunity for the entrepreneurs to receive first-hand information concerning opportunities available and lobbying for support on issues focusing on business and products improvement.

Through business clinics most of the women entrepreneurs were advised on the importance and procedures of formalizing their businesses.

Health Clinics

During the exhibitions breast cancer awareness and screening clinics were organized at the same venue by the Medical Women Association of Tanzania (MEWATA). The Exhibitors, as well as visitors attended the clinics. A total of 258 women participated in the check ups, where 3 women were diagnosed to have breast cancer, 50 had breast lumps, 20 had other diagnostic problems, and the rest 185 were found to be in normal condition.

Further, a total of 930 persons including women entrepreneurs and the public participated in HIVAIDS testing; out of which 496 were women and 434 men. 28 persons tested positive and the rest were in normal condition. Counseling sessions were provided prior to the testing activity.

Some Challenges

1. The planning of this event started in August this year. but due to lack of funds it was not possible to have all the planned activities implemented.
2. More efforts need to be put in encouraging more women entrepreneurs to participate in such events as it is an opportunity for them to market and sell their products, improve their products, networking and benefit from financial services available.

A need for extending MOWE activities to other regions, to enable more women and youth entrepreneurs especially from up-country to participate in the events and initiate business growth.

Outcomes/ Benefits

Through this years event Women entrepreneurs and other stakeholders benefited in the following areas:

- Show casing, networking and strengthening cross border business. This has strengthened relations among the women entrepreneurs and facilitated access to domestic, regional and international markets, hence contribute towards socioeconomic development in Tanzania
- marketing and selling of products and services
- Women voice heard by government / policy makers; thus have most of their problems and grievances sorted out, become more visible, and have a platform to lobby and advocate on issues of common concern.
- Women living with HIV and those with disabilities were involved
- Women were motivated and encouraged to start own businesses and operate them profitably.

MOWE sustainability is key to business growth for the women entrepreneurs. More resources, therefore have to be sought from various stakeholders to ensure MOWE sustainability and expansion.

As a way forward, The following activities will be undertaken:

- Conduct a postmortem meeting to share lesson learned, challenges and plan for the next year event.
- Initiate consultative meetings with various banks on mentoring programmes for women.
- Conduct consultative meetings with neighbouring countries through their respective embassies e.g Kenya and Rwanda to explore possibilities for cross border businesses.

- Follow up with the relevant government institutions concerning awareness raising on procedures on business registration, business formalization, improved products etc. to women in other regions of Tanzania.