

MONTH OF THE WOMAN ENTREPRENEUR 2007

1. INTRODUCTION

The Month of the Woman Entrepreneur (MOWE) was celebrated for the third consecutive year in September 2007 championed by the International Labor Organization – Irish Aid Partnership Program (ILO/IAPP).

The MOWE is an initiative of the ILO/Irish Aid Partnership Program under the Women Entrepreneurship Development and Gender Equality (WEDGE) program.

Since 2005, Zambian women entrepreneurs have participated in the MOWE through exhibitions, skills training, demonstration workshops, trade shows, sensitization workshops and media programmes.

The Zambia Federation of Associations of Women in Business (ZFAWIB) was contracted to coordinate the preparations and spearhead the celebrations and activities of the 2007 MOWE.

2. OBJECTIVES

2.1 DEVELOPMENTAL OBJECTIVE

To accelerate the full integration of women in the main stream of economic activity and enable them to fully participate in national development by creating decent employment, and contributing to wealth creation and poverty reduction through Women Entrepreneurship Development (WED).

2.2 IMMEDIATE OBJECTIVES

2.2.1 To sensitize the relevant authorities and the general public on the importance of WED and to lobby for support from various stakeholders for the WED movement in order to assist women to start and grow their businesses.

2.2.2 To create a platform for women entrepreneurs (WE's) to interact and network with their peers by participating in the various planned activities.

2.2.3 To provide a platform for WE's to show case their skills, gain exposure and broaden their customer base through trade shows and exhibitions.

2.2.4 To reflect on past achievements and challenges and to chart the way forward through knowledge sharing.

2.2.5 To attract new and quality membership to the various Women Entrepreneur Associations (WEA's) through media programmes and planned activities.

2.2.6 To set the stage for continuity and sustainability of the programme in readiness for ILO- IAPP exit.

Launch of the MOWE	31 st August	ZNBC TV & radio	General public & WEA's	ILO-WEDGE ZFAWIB
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3. PLANNING

Several planning meetings were held at the ZFAWIB secretariat. All 17 members of the Program Advisory Committee (PAC) were invited to attend and notified of all meetings. The following organizations were represented at the planning meetings: WEDAZ, Ministry of Community Development and Social Services (MCDSS), GIDD, Zambia Union of Financial and Allied Workers, (ZUFIAW), Zambia Federation of Employers (ZFE), Zambia Agency for persons with Disabilities (ZAPD), Community for Human Development (CHD) and ZFAWIB.

Some members of ZFAWIB board and the Administrative Secretary were invited to attend two PAC meetings where the preparations for the MOWE were discussed.

All represented organizations were requested to indicate their activities for the MOWE and advised to seek for funding for their activities.

A programme was drawn up in consultation with ILO-WEDGE.

4 MOWE CALENDAR OF EVENTS

Knowledge Sharing Day	29 th August – 4 th September	Kitwe	ZCTU members & WE's	ZCTU
March past	1 st September	Kitwe	ZCTU members ZFAWIB	ZCTU ZFAWIB
March past to flag off the celebrations of the MOWE	1 st September	City market to National museum, Lusaka	All women entrepreneur associations	ZFAWIB, ILO-WEDGE
Visit to Chainama Mental Hospital to donate detergents, clothes, protective slippers and food	4 th September	Chainama Hospital female ward	Patients at the Hospital	ZFAWIB, ILO_WEDGE ZUFIAW
Sausage making training	5 th – 7 th September	TBA	5 women – WEDAZ 5 women – MCDSS 5 women ZFAWIB 5 affiliates	GIDD ZFAWIB WEDAZ MCDSS
Business day	6 th September	Misisi compound	WE's and general public	CHD, USAID, Pact Zambia
Joint celebrations for international Literacy day and exhibition	TBA	Chongwe	WE's and general public	MCDSS

Business Day	10 th September	George compound	WE's and general public	CHD, USAID, Pact Zambia
Street Exhibition and selling	11 th – 13 th September	Katondo Street, Lusaka	WE's and general Public	MCDSS, ZFAWIB, Celtel
Visit by ILO evaluators	12 th September	Lusaka Hotel	WEA's	ILO-WEDGE
Knowledge sharing	13 th September	Holiday Inn	WEA's and general public	ILO-WEDGE
Sensitization talk on IYES	18 th September	Chelston market	WE's and Marketeters	WEDAZ/ ILO- WEDGE
Street exhibition and selling	19 th -21 st September	Ndola	WE's and general public	ZFAWIB Celtel
Visiting female prisoners and hospital maternity ward	20 th September	Nchelenge	Women prisoners and maternity ward	ZFAWIB, Twala Women's Club
HIV/AIDS women care- givers workshop	20 th September	Mumbwa	WE's	CHD, ILO- WEDGE
National Conference	26 th -27 th September	Mulungushi conference Centre	WE's	ZFAWIB, Celtel, ILO-WEDGE
Awards Dinner	29 th September	Pamodzi Hotel	WE's	ZFAWIB, Celtel, MCTI, ILO- WEDGE

5. ACTIVITIES OF THE MOWE

5.1 PUBLICITY, SENSITIZATION AND COVERAGE

As part of the publicity and sensitization drive for the MOWE, Calendar of events, flyers and posters were produced and distributed at least two weeks prior to the event. The flyers were also placed in the daily papers. (See appendix)

The calendar of events was circulated to all stakeholders including the press.

There was on going press coverage during the month with a number radio stations airing information on some MOWE activities.

ZFAWIB participated in three editions of the Celtel Breakfast show on Radio Phoenix and Zambia National Broadcasting Corporation during which the calendar of events for the MOWE were discussed.

Banners were printed for all the activities of the MOWE (list attached as appendix)

Letters were written to the media with the calendar of events enclosed. Events were covered on both print and electronic media. The Chairpersons of ZFAWIB and WEDAZ were featured on a live phone-in current affairs program on MUVI television which generated much interest. A number of articles also appeared in some of the daily papers. (Attached as appendix)

The projects coordinator and Administrative Secretary of ZFAWIB were interviewed separately for a News item on one of the community TV stations (MOBI TV).

All the events were recorded on video and still photographs, and a photo album is enclosed with the report.

5.2 OFFICIAL LAUNCH

The MOWE was officially launched By the Deputy Minister for Commerce, Trade and Industry, Honorable Dora Siliya (MP) in a live broadcast on Zambia National Broadcasting Corporation (ZNBC) television and radio on 31st August 2007.

In her launch speech Hon. Siliya gave a brief history of the MOWE and stated that the Government attaches great importance to the development of women entrepreneurs and their potential to contribute to the national economy.

She reiterated government's commitment to coming up with a consistent policy on the empowerment of women through capacity building programs to build and enhance women's skills. She listed some of government's efforts to achieve this as follows:

- Main streaming the existing gender policy
- The enactment of the Citizens Economic Empowerment Act to assist marginalized groups in society such as women and the disabled.
- Preferential procurement in which Government intends to procure 30% of goods and services from women suppliers.

The minister said government aims to establish a predictable environment that would address some of the constraints that women entrepreneurs face such as lack of access to finance and was happy to note that financial institutions were responding favorably.

Ms. Siliya also mentioned that government expected to provide in the next national budget (2008) counterpart funding that would unlock the US\$1,000,000 loan ton to SME's under the USA/Africa Development Foundation.

Women entrepreneurs were urged to take advantage of the measures being put in place and to participate fully in the activities of the MOWE.

5.3 FLAGGING OFF AND MARCH PAST

The flagging off of the 2007 MOWE was characterized by a march past which began at the Lusaka City Market along Lumumba Road, through Ben Bella Road and Independence Avenue to the national museum where a mini exhibition was put up and official speeches made.

The following organizations participated in the march:

no	ORGAINIZATION	MALE	FEMALE
01	SOWETO WOMEN MARKETEERS	15	185
02	ZAMBIA AGENCY FOR DISABLED PERSONS ELIOMEL ENTERPRISES	3	12 07
04	ZAMBIA ELECTRICITY SUPPLY CORPORATION WOMEN ENTREPRENEURS		13
05	ZAMBIA NATIONAL ASSOCIATION OF DISABLED WOMEN (ZNADOW)		20
06	TIYENDE PAMODZI WOMEN'S ASSOCIATION		13
07	MINISTRY OF AGRICULTURE AND CORPORATIVES		20
08	WEDAZ		19
09	MITENGO WOMEN'S ASSOCIATION		10
10	ZAMBIA UNION OF FINANCIAL AND ALLIED WORKERS		10
11	INTERNATIONAL LABOUR ORGANIZATION		20
12	PRECIOUS WOMEN'S ASSOCIATION –SOWETO MARKET		200
13	ZFAWIB MEMBERS	02	36
	TOTAL	20	513

Other people who participated in the march past included Honorable Patricia Mulasikwanda ,Minister of Gender and Women in Development, the Deputy Minister for Commerce, Trade and Industry, Honorable Dora Siliya, the permanent secretary Gender in Development Division, Mrs. Renee Ngilazi, the Country Director for ILO, Mr. G Finnegan and other dignitaries.

The march past was graced by the Zambia Police Band who played the music and the dancing majorettes from Lilayi who took part in the march past and entertained the gathering.

Speeches were made by the following:

- Chairperson ZFAWIB, Mrs. Christine Mulundika
- Representative from the Irish Embassy
- ILO Country Director, Mr. Gerry Finnegan
- Gender expert at COMESA, Mrs. Katherine Ichoya
- The Acting M.D. at Development Bank of Zambia

- The Former M.D. of Intermarket Banking Corporation, Mrs. Shirley Thole
- Honorable Dora Siliya, Deputy Minister of Commerce, Trade and Industry
- Honorable Mutale Nalumango, The Deputy Speaker of the National Assembly

The keynote speech was read on behalf of the First Lady, Mrs. Maureen Mwanawasa by Honorable Patricia Mulasikwanda, the Minister for Gender and Women in Development. Notable among those who were at the flagging off ceremony were the UNDP Country Representative Mr. Chuma, High Court Judge, Justice Florence Mumba, the Deputy M.D. at Zambia National Commercial Bank, Mrs. Phiri and Former Member of Central Committee and veteran Freedom Fighter, Mrs. Chibesa Kankasa.

At the flagging off ceremony, the WE's were encouraged to move from the informal to the formal sector by registering their businesses and operating bank accounts so as to enable them access finance from banks and grow their businesses.

The WE's were advised that adding value to the goods they produced would earn them more money while creating employment for others.

The participants were informed of the activities that were lined up for the month and invited to take part.

The chairperson of ZFAWIB was delighted at the turnout of participants at the event. She urged the women to listen carefully to all the speakers because each one had an important message for them.

The Irish Aid representative who had only been in the country for two weeks said she was encouraged by the event.

In his remarks on the day, Mr. Finnegan said he was impressed by the increasing support of the Ministry of Commerce, Trade and Industry to WE's. He highlighted some of the events to be undertaken during the MOWE and stressed the importance of gender equality and overcoming gender discrimination.

5.4 ACTIVITY CHART

EVENT	VENUE	ORGANIZER	SPONSOR	PARTICIPANT	REMARK
March past	Lusaka	ZFAWIB	ILO-WEDGE	533 30 men 503 women	3 of the men were partially sighted and 12 women were physically challenged.

Mini exhibition	Lusaka museum	ZFAWIB	ZFAWIB ILO- WEDGE	18	2 of the exhibitors were men, 1 was partially sighted and 2 of the women were physically challenged. The exhibition was successful with much interest in the Moringa tree products.
Visit to Chainama Hospital	Hospital Acute Female Ward, Lusaka	ZFAWIB	ZFAWIB, ZUFIAW	20	Detergents and protective slippers were donated.
Business Day	Misisi Lusaka	Community for Human Development	CHD and USAID	30	5 participants were men
Business Day	George Lusaka	CHD	CHD, USAID	56	3 were men
Street market	Katondo Road , Lusaka	ZFAWIB	MCDSS, ZFAWIB CELTEL	61	6 of the exhibitors were men. A total of 1421 people visited the exhibition
Visit by ILO evaluators	Lusaka hotel	ILO-WEDGE	ILO- WEDGE	ZFAWIB WEDAZ	
Knowledge sharing	Holiday Inn Hotel	ILO-WEDGE	ILO- WEDGE	77	

Sensitization talk on IYES	Chelston market	WEDAZ	WEDAZ		
Street market and march past	Ndola	ZFAWIB	ZFAWIB, CELTEL	48	The street market was preceded by a march past
Get Ahead Training	Ndola	Zambia Agency for persons with Disabilities (ZAPD)	ILO-WEDGE	25	23 women with disabilities 2 able bodied women
Visit to female prisoners and maternity ward	Ncheleng Luapula province	ZFAWIB	ZFAWIB	25	
Trade show	Petauke Eastern province	WEDAZ	WEDAZ ILO-WEDGE	20 from Petauke 13 from Nyimba	
Workshop to review national policy on disability	Barn Motel Lusaka	ZAPD	ILO-WEDGE		
Workshop for HIV/AIDS women care givers	Mumbwa	CHD	CHD, USAID	30	5 men participated
National conference	MICC Lusaka	ZFAWIB	CELTEL ILO-WEDGE, ZFAWIB	125	3 disabled women and 10 men participated

Some of the planned activities were not implemented because some of our implementing partners were unable to find partners to assist in financing the activities.

5.5 HIGHLIGHTS

- The activities of the MOWE were more decentralized with activities being conducted in communities.
- ZFAWIB and WEDAZ were privileged to be part of the ILO evaluation exercise
- Honorable Catherine Namugala visited the Katondo street exhibition and took time to encourage WE's. She advised the women to take interest in the laws that particularly affect them such as the citizen's economic empowerment act and to look at the bigger picture so as to create wealth. The women were challenged to venture into non traditional businesses that would create employment for others.
- The regional coordinator Ms Grania Mackie was able to visit the trade shows in Petauke and Ndola. Speaking at the flagging off of the Ndola street exhibition Ms. Mackie said that of the African countries where the WEDGE program is running Zambia is the only country to hold the MOWE for three consecutive years. She informed the participants that the program would run for three more years and that she was looking forward to a MOWE 2008. She commended ZFAWIB for their efforts in sustaining the project by partnering with private corporations such as CELTEL.
- The knowledge sharing day held at the Holiday Inn hotel provided a platform for Partners to share experiences. It was also an ideal setting to look at the past achievements and to pick ideas for future endeavors.(full report attached)
- A representative from African Development Bank attended part of the National Conference and shared with participants the ADB's introduction of a new tool to come up with bankable business plans and the banks integrated program for solving the problem of women's access to finance. She took time to look at the goods that were displayed during the conference. The second day of the conference was market place which provided great networking opportunities for the WE's.
- The MOWE celebrations culminated in an awards presentation dinner courtesy of Ministry of Commerce, Trade and Industry, at which six women entrepreneurs were given awards which were sponsored by Celtel and ILO. (list of nominees and winners attached)

Speaking at the function, CELTEL Marketing Manager, Mr. Mark Luhanga told the gathering that his company was proud to be associated with WE's and ZFAWIB in particular. He urged women to come together and speak with one voice. Mr. Luhanga promised the Board of ZFAWIB that their doors were open and that CELTEL would put in more for the 2008 MOWE but stressed the need to start preparations early. He also took time to explain the different products CELTEL has to offer and how WE's can take advantage of them.

The country Director said he had just returned from a regional Country Directors meeting where a decision had been made to continue the ILO-IAPP program for another three years. He commended Irish Aid for their continued support to the program and announced that ILO had sourced additional fund from the Arab Gulf Fund to be used in strengthening capacity of WEDAZ and ZFAWIB.

Mr. Finnegan reiterated ILO's commitment to WED. In his speech he acknowledged that ILO could not fight this battle alone. In light of this, Mr. Finnegan expressed his gratitude at the cooperation of government ministries. He also hoped that the new activities of the African Development Bank and ILO's new partnership with the government of Finland.

The guest of honor at the function was the Minister of Community Development and Social Services, Honorable Catherine Namugala. In her keynote speech the minister commended ZFAWIB for taking the initiative of bringing women together to celebrate achievements as this would boost the morale of the winners and encourage others to do better.

She reminded WE's of the challenges facing them and challenged them to find ways of adding value to their products to make them competitive. The minister expressed her confidence in women entrepreneurs to excel in their various skills and urged them to be proactive. She encouraged those who needed training and skills to acquire them.

In her speech Honorable Namugala said that she believed that empowering a woman was empowering a nation. She congratulated the winners and said she was especially humbled that one of the award winners was a differently abled person.

6. CHALLENGES

1. Failure to find partners to sponsor some of the planned activities.
2. Apathy of the PAC members. Only six PAC members were consistent in the preparatory meetings and in carrying out activities.
3. Late submission of planned activities and reports.

7. LESSONS LEARNT

1. ZFAWIB needs to get the affiliates more involved in the planning and execution of the MOWE
2. The participating organizations must find partners other than ILO to sponsor some of the activities
3. Government officials can be effectively used to get a good response from highly placed officials.
4. More decentralized activities are required to make WED more inclusive with rural provinces given particular attention.
 - The calendar of events must indicate the time the events will take place.

8. IMPACT

- Increase in membership of ZFAWIB with two new associations affiliated and 12 individual members. Some were registering at the street exhibition.
- WEDAZ membership has increased by 10 since the MOWE

- Linkage with two women entrepreneur associations from Democratic Republic of Congo.
- Forged a new partnership with Celtel. Already drawing up work plan for 2008.
- Ndola street market was so successful it was extended by a day with many enquiries on membership.
- The Woman Entrepreneur of the Year appeared on the Zambian Airways program "The Entrepreneur" and on Kwacha Good morning Zambia on ZNBC television.
- ZFAWIB Ndola took the opportunity to raise funds through a "Meet the Woman Entrepreneur of the Year" luncheon.

9. FUNDING

The activities of the 2007 MOWE were funded by the following institutions:

ORGANIZATION		AMOUNT
ILO-WEDGE	ZMK	33,699,900.00
CELTEL	ZMK	27,980,000.00
MCDSS	ZMK	10,000,000.00
MCTI	ZMK	14,000,000.00
ZFAWIB	ZMK	4,000,000.00
TOTAL	ZMK	89, 679,900.00

CELTEL Zambia contributed prizes for the Awards Dinner as follows:

- 1st Prize Mobile Phone and airtime worth ZMK100, 000
- 2nd Prize two community pay phones and airtime worth ZMK100, 000
- 3rd Prize Two mobile phones and airtime worth ZMK 200,000

A special prize of a mobile phone and ZMK200, 000 was awarded to the most loyal Celtel subscriber.

ILO WEDGE provided a floating trophy and a seal for the Woman Entrepreneur of the Year which was won by Mrs. Joyce Simposya of Pat Joy Security Company in Ndola.

10. CONCLUSION

ZFAWIB would like to express gratitude to the International Labor Organization for once again entrusting us with the responsibility of coordinating the MOWE and for the financial and technical support during the month.

The Federation extends gratitude to the Program Advisory Committee, CELTEL Zambia, MCTI, MCDSS, The various WEA's ,affiliates and individual WE's whose combined efforts made the 2007 MOWE the success that it was.