Success Stories
Maboja constructing a 20 feet shallow well in Kigwa B village.
Foreword

By 2030, 75% of East Africa’s population will be under the age of 34 and unemployed or under-employed. Already in Tanzania, 70% of the population is below the age of 35 and we face the paradox that these youth - the majority population - are the most excluded group in terms of financial inclusion, employment and viable livelihoods.

Tanzania is currently striving to achieve its Development Vision 2025 to become a middle-income country. The positive impact in terms of improvement of life conditions of the overall population that such an achievement should bring, depends on the capacity to translate the steady economic growth rate into concrete poverty reduction and shared prosperity.

Youth struggles to get out of poverty as reflected by the staggering percentage (82.3%) of youth in vulnerable employment, which rises to 93.6% when referring to rural youth. In response to this, SNV Netherlands Development Organisation introduced its Opportunities for Youth Employment (OYE) programme in Tanzania, Mozambique and Rwanda. In Tanzania, the project aims at improving the income and livelihoods of over 18,000 rural, out-of-school youth between the ages of 18-30 years, by creating (self-) employment opportunities in the agriculture, renewable energy and water & sanitation sectors.

Our OYE programme supports the Government of Tanzania’s ‘National Skills Development Strategy,’ which has the vision to establish ‘a skilled and competitive Tanzanian workforce capable of effectively fostering inclusive and sustainable socio-economic growth.’

By December 2017, the Project had made a lasting difference in the lives of 18,529 rural out-of-school youth who were either unskilled, unemployed or stuck in vulnerable employment with few chances to earn a decent income.

This booklet documents some of the thousands of interesting success stories of the OYE youth in Tanzania, whose achievements have impacted socially and economically on themselves and their communities. One among the many interesting stories in this booklet is that of Juma Rashid Maboja from Kigwa B village, Uyui district, Tabora who has earned a living from constructing 26 wells in a village whose residents used to walk to the neighboring village for water.

I would like to extend my sincere gratitude to our partners and donors: the Embassy of Switzerland through the Swiss Agency for Development and Cooperation (SDC) and the Mastercard Foundation (MCF); the Government of Tanzania and its dedicated Local Government Authorities; our 25 Local Service Providers (LSPs); the youth; and the public at large for their relentless support throughout the five years of the implementation of the OYE project.

As we wind up the first phase of this crucial OYE Project, SNV Netherlands Development Organisation assures the youth of Tanzania that we will continue to strive along with you in your journey to become better entrepreneurs and employees.

Dr Sue Ellis,
Country Director
SNV Tanzania
About Opportunities for Youth Employment (OYE)

Experience shows that providing education and skills training to unemployed young people is not sufficient. This is the reason behind OYE’s Push, Match and Pull approach which has proven to be successful.

We use our extensive knowledge of the local market circumstances to be a facilitator between local companies and unemployed young people. We trigger (self) - employment in:

- Agriculture
- Water Sanitation and Hygiene (WaSH)
- Renewable Energy

As a result:

- Between 2013-2018 OYE recruited more than 18,000 youth
- More than 8,000 received advanced business skills training
- 17,000 successfully completed basic life and technical skills trainings
- 6,000 attended internships
- 764 youth led enterprises have been established
- Over 12,000 youth are now (self)-employed
OYE has helped us to a great extent, because even the responsible district authority must inspect the business before issuing the loan. They have already visited us and seen our project of making improved cook stoves, that is how managed to secure a TZS 10 million loan.

Welu Staili, Shinyanga Vijana Majiko Sanifu

When I was in Kigoma, I bought a pair of sandals. I asked the seller to link me with the makers because I wanted to learn how to make such shoes. In November 2017 the group recruited me, gave me accommodation in Dodoma, and I started to generate income. Ever since I joined this group, I have been working under the close guidance of Emmanuel Shio (OYE Youth), who has been teaching me as he was taught through OYE. If it were not for OYE, I would have been jobless.

Almasi Ayub, 4U Enterprise, Dodoma

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764 youth led enterprises have been established
Over 12,000 youth are now (self)-employed
After constructing seven wells, I decided to move from my rented house. I used the money I earned to buy a piece of land and quickly built a temporary house. But I will soon erect a four bedroom house because I am now capable of building my dream house. My wife will be very happy because our temporary house has only one small bedroom and a sitting room and is not of good standard.

Juma Maboja, Kigwa B village, Tabora - October 2017

Five months later, Maboja inspecting his yet to be finished house in March 2018.
Maboja, from a homeless child to a hero

Meet Juma Rashid Maboja, the owner of Naboja Enterprise, a shallow well constructor from Kigwa B village, Uyui district, Tabora region. Maboja was trained in plumbing and shallow well construction by SNV’s local partner, Millennium Promise.

Maboja was once a street child, a predicament that he faced shortly after his mother passed away. But his mother had left him with one treasure, a memory of his unknown father that turned to inspire Maboja to attain his dream job. This has now made him a hero in his village.

Maboja recollects his childhood memories saying, “My mother once told me that my father was working at the Mwanza Water Authority. When she was pregnant with me, she left him in Mwanza and came to visit her father (my grandfather). My grandfather forcefully married her off to another man in the village and that is how my mother separated with my biological father. She also told me that my father was a loving man and he once came for us but was threatened by her family. As painful as it felt, I have always told myself that I will never give up because I have no father. Instead I will cherish his legacy by working in something that will make me feel like I have him close to me” Maboja explained.

Becoming a shallow well constructor is the simplest way I can make my village access clean and safe water, but on the other hand very tough. It takes me four days to finish a single well after which I feel like I have been beaten up. Despite all that, I feel happy and want to construct more wells every time when I see people access clean and safe water. The same people used to wake up at 4.00 AM to go to the neighbouring Kasela village to queue for hours only to come back with a few buckets. I started constructing wells in April 2017 and by November 2017 I had already constructed 26 wells in Kigwa B village. This has been a life changing experience for me and to the Kigwa B villagers.

According to Maboja, “A well owned by one household can be used by more than six neighbouring households.”

“There were so many of us that joined OYE, but most of the youth thought that we were going to be provided with money. As we started attending the training some dropped out. I did not care about the money, I only wanted the knowledge and skills. But to my surprise, I got more than I expected. I will never forget the practical training when I was taken to Igombe, Ilolanguru and Tabora Urban Water and Sewerage Authority (TUWASA). Through the practical training I learned to install water supply and sewerage systems in a house, and to construct shallow wells. Working with the Water and Sewerage Authority, I supported its technicians in the installation of water pipes within Tabora municipality.” He commented, “After an intensive training, I came back to the village promoting my business and no one believed that I could. I then decided to build two wells for two different households. One 20 feet deep free of charge and another one 18 feet at a promotion price of TZS 80,000.” He added.

Tausi Seif, who lives at Msikitini Street in Kigwa B village, when explaining about access to clean and safe water, smiled and looked at Maboja and said “I don’t know how to explain this. I used to walk a long distance, approximately half an hour to Kasela village. I personally used to go
there at 6.00 AM, it felt unsafe but the most tormenting thing to me was that it could get freezing cold sometimes and we queued for hours. With this well, even the neighbours no longer go to Kasela for water.

Maboja’s customer Mr. Ally Jumanne had this to say; “In my opinion Maboja is doing a great job, he has a very good customer service attitude and builds shallow wells of good quality. There used to be a shallow well digger who constructed shallow wells that only had water during the rainy season and ran dry during summer, but Maboja’s wells are always full of water. I paid TZS 200,000 for this service and I think it is worth it, for the well is being used by five households.”

OYE engages community leaders to encourage local unemployed young people to join the programme. Maboja’s work is immensely commended by the Ward Executive Officer Mr. Japhet Kabizo; “This young man has contributed a lot to the village and he is not charging a lot of money. It is like he is doing it for free. If only he had professional equipment he would have done an even more remarkable job compared to what we have seen in this village. He loves his job and he is very proactive. We used to fetch water in the neighbouring village and the demand was very high but now we have wells at almost every corner of the village because of him”.

Maboja whose business seems to grow very fast in a short period of time says to have strategically advertised it in order to attract more customers. “After constructing the first two wells, I realised that was not enough because not everyone in the village could see the wells. I therefore applied the marketing skills that I received during the OYE trainings. I identified activities and events that might help me promote my business and I decided to invest in weddings where the DJ would announce my services. I took advantage of all community meetings and the famous Uhuru Torch events. And this is how customers started flooding to me one after another, day in day out. There were also customers who wanted me to repair their old wells that were improperly constructed by those who claimed to have the skills. My business has now grown and there is an increased demand of my service, not only in my village but in other villages and regions too. Maboja explains to have also worked for Tanzania Social Action Fund (TASAF) through the local government to construct six shallow wells in six villages: Mbuyuni, Magiri, Kalofya, Ng’ombu, Mbalala and Kigwa Matanda.

We give youth an opportunity to improve their lives, to dream about their future again.

After the long explanation, grinning from ear to ear, Maboja sighed in disbelief and said “Naweza kusema kupitia OYE nililala masikini nikaamka tajiri” meaning “I can say that through OYE I slept poor and woke up rich. I have been managing my business very well as trained by OYE. For the first time in my life I have savings in my bank account and I have two helpers who work for me and I pay them accordingly.” He added.
Maboja charges up to TZS 400,000 to construct one shallow well in Tabora and up to TZS 800,000 in other regions. He also pays his helpers from TZS 50,000 up to TZS 200,000 depending on the workload and the location.

To generate more income, Maboja has bought a brand new motorbike through which he earns TZS 30,000 each week and he also uses it to timely access his customers. He has joined two YSLAs (Jitume and Ukakamavu) and is also a member of a chicken rearing youth club. He owns three and a half acres of farm land whereby two acres are used for rice farming and one crops such as watermelons and maize.

Maboja also owns a motorcycle garage next to his friend Ramadhani Jumanne’s shop which he opened in May 2017.

Maboja has been dramatically successful within seven solid months. He has bought a piece of land, built a temporary house which according to him will be soon replaced with a four bedroom house for he already has 4,000 bricks in place.

Maboja seems to be well known in his village only because of what he does. As he says, “Hii yote ni OYE, ni sababu nachimba visima ndo maana watu wananijua na kuniheshimu” literally meaning, “It is because of OYE, it is because of constructing shallow wells that I am now known and respected”.

Juma Maboja, Kigwa B village, Tabora
Kwaugoro is a Youth Led Enterprise in Kwaugoro village, Arumeru district, Arusha that has been trained in horticultural production under the guidance of Tanzania Career and Development Consultants (TACADECO), our local partner. The Enterprise is made up of 22 females and 15 males.

The Enterprise has managed to soar to the extent of securing a TZS 6 million loan from the Meru Community Bank in the second cycle of its youth savings and lending association’s (YSLA) operation.

The Enterprise closed its first YSLA cycle in June 2017 and in the same month started the second Cycle with TZS 2 million. The amount was then deposited at the Meru Community Bank and later on used as a collateral to attain a TZS 6 million loan which has enabled the group in both running of the association such as giving loans and in starting a business of buying and selling maize and beans.

By November 2017, the Enterprise sold 32 sacks which were bought at TZS 50,000 and sold at TZS 80,000 each. Moreover, the Enterprise has secured a tender to supply beans at Karangai and Naisinyai Secondary Schools. Through this business the Enterprise aims at raising funds for purchasing a sunflower oil extraction machine.

“After receiving OYE trainings, we did not know how to get startup capital. We were very happy to receive a phone call from TACADECO a week later that we will be trained on how to start and manage YSLAs. We strongly believed that this was going to help us, not only to get a startup capital but also to be able to save our income. None of us had the courage to individually take a loan from the bank, because we have always heard about banks confiscating their debtor’s properties. Therefore starting our own YSLA sounded ideal.” Explained Ndyeta Sumari.

The Enterprise is soaring, leaving far behind other saving and lending associations in Kwaugoro village. According to the Enterprise, there are more than 30 saving and lending association but only theirs can lend up to TZS 800,000. Among many interesting stories of their lending experiences is that of a Kwaugoro primary school teacher whose child was joining the university and she needed TZS 500,000. To her surprise the Enterprise assisted her with the loan and now she and two other teachers were very impressed and have joined the association.

The Enterprise received 24 applications upon closing its first cycle, but it could only accommodate seven new members. More youths have already started requesting to join in the third round in June 2018.

“We when closed the first cycle, one of our members received TZS 2 million. Each member received a sufficient amount. We held a party and invited our neighbours too. This attracted a quite a number of potential members but we could not accommodate all of them.” Said Thomas Mungure who is also the treasurer of the association.

The Enterprise has identified another opportunity. As there is no sunflower oil extraction machine at Kwaugoro, the villagers have to go all the way to Maji ya chai. The Enterprise has therefore planned to open a sunflower oil extraction station in Kwaugoro by 2018.

The Enterprise has also decided that, unlike in the closing of its first
cycle, during the closing of future cycles it will not share funds among its shareholders, but instead it will distribute the profit only. This will enable the members to be able to take bigger loans of up to TZS 3 million.

Commenting on how OYE has changed his life, Thomas Mungure had this to say: “Looking at where we have come from and where we have reached, I really cannot thank OYE enough. OYE has taken us from traditional farming, which was not profitable at all, and now we even transport our produce all the way to Dar es Salaam. I used to get 40-50 boxes of tomatoes from 300 grams of seeds but now I get an average of 120 boxes from 300 grams. People started asking me for the secret behind it and I told them it is because I received the best training. Some locals have learned from me.”

Thomas has expanded his house by adding one room, a sitting room and a corridor. He has also bought a motorbike, which has simplified his daily farm visits. Thomas used to walk for one and a half hours, sometimes in the midst of the night, depending on the water distribution schedule. With his motorbike, it only takes him 20 minutes to go to the farm. “If you tell me to quit from this Enterprise it is like you are telling me to deny God.” He insisted.

Adding on that, Amiri Kitundu gave his testimony too; “I took a TZS 800,000 loan during the first year of our Enterprise and opened a shop where I sell bicycle spares. I took another loan of TZS 900,000 and opened a hair-cutting salon.” “Bila OYE nisingekua na vyote hivi” meaning, “I would have not had all this without OYE”, he stressed.

“We strongly believe that our association is performing well because of the good leadership that we are having and the best training we received. For instance, we were taught how to manage the YSLAs including closing. Other lending and saving groups here at Kwaugoro do pay TZS 125,000 for someone to help them close. We think this is an opportunity, so we are planning to start training the locals on how to manage saving and lending associations.” Stated Thomas.
OYE proves that unity is power

Twaweza is a Youth Led Enterprise in Mundu village; Morogoro Municipal trained on Organic farming through OYE's local partner Sustainable Agriculture Tanzania (SAT). Like most of the OYE enterprises, Twaweza uses Youth Saving and Lending Associations (YSLA) to generate startup and business development capital. Twaweza is a Swahili word meaning ‘we can’. The Enterprise is made of 19 members (nine females and ten males). The Enterprise members received OYE trainings back in 2016 in horticultural production as a business.

Twaweza has a one and a half acre organic vegetable farm of cabbage, onions, kale and amaranth greens. It is the only organic food supplier in Mundu village. The Enterprise has recently secured a long-term tender to supply Amaranth greens at Lungo Primary School in Morogoro.

The Enterprise is expecting to have an exponential growth for it now also owns a fishpond. This will be the first fishpond in Mundu village; “We are so far the only ones with a fishpond and therefore we are expecting to attract many customers,” stated the Enterprise Secretary Azmala Issa.

This Enterprise as well as its individual members generated business startup capital through the saving and lending association. “Through the saving and lending association we got startup capital to invest in our individual businesses while at the same time making money through the Enterprise owned businesses.” The Enterprise Secretary Mr. Azmala Issa explained.

Commenting on how the Enterprise has helped him individually, Mwaka Omari said that he did not have a startup capital, “I took a loan of TZS 150,000 from the association to invest in a capsicum farm. I am expecting to be getting TZS 150,000 a week for at least three months and which is not less than TZS 1,800,000 in total.”
Some of Twaweza Youth Saving and Lending Association members by the fishpond, Twaweza’s fishpond is the only fishpond in Mundu village.
Eva Lufuo is a secondary school leaver from Igovu village, Mpwapwa district, Dodoma. Upon finishing her secondary school education, Eva could not continue with further studies. Despite having secondary school education, Eva did not look down on the idea to start selling local buns (maandazi) a business that took her through a downward spiral of loss after loss.

“I never knew how to keep financial records and there was nothing to save. I did not make any profit and sometimes I knew for sure I made loss. Despite all that, I still injected more meagre funds just to keep the business running,” she explains.

Eva further narrates that even though she did not make profit, she had never thought of starting another business. She could not identify opportunities, lacked required knowledge, skills, funds and equipment’s to mention a few.

“When I started my first business of making and selling local buns I did not have focus. As long as the business kept running and I had food, I thought it was normal. If it were not for OYE I would have never thought of trying any other business apart from selling buns. OYE is the light for youths.” She insisted.

Her entrepreneurship journey changed the day she was selected to attend an OYE introductory meeting in Mpwapwa district. “I will never forget the day I was selected to join OYE, that was my turning point. After a comprehensive training, I knew I would make a good producer and supplier of improved cooking stoves... Most of all, the trainings were...
relevant to our environment. OYE has awakened me. I now know my opportunities as a youth, I can now trade professionally.” She happily explained.

Currently, Eva is a Chairperson of Jiko Matawi (JIMA) Enterprise with nine active members (two males and seven females). All JIMA Enterprise members underwent OYE trainings and are now producers and suppliers of improved cooking stoves.

Eva and other Enterprise members, like many youth in her village, lacked basic equipment to start their own Enterprise. To their surprise, OYE offered them with all the necessary equipment as a startup kit. Commenting on this Eva insisted, “It could have taken forever for our Enterprise to raise funds for buying these equipment. It could have not been possible! OYE has helped us start this Enterprise; we have come this far because of OYE”.

Through OYE, Eva is now a producer and supplier of improved cook stove. Above that, she has turned her loss making business (maandazi) into a profit making business. She also engages in another business such as selling clothes. According to her, this has dramatically boosted her income (by more than 100%).

According to her, time management skills acquired through OYE trainings have changed her life. She now manages her personal life and multiple businesses too. She uses four days a week in production and distribution of improved cooking stoves. The remaining three days she runs other businesses. Recollecting her past she explained, “Before OYE I did not know the value of time, and I was not proactive.”

Eva has been open minded to lead her Enterprise into being more creative by producing according to each client’s specification e.g. Jiko ‘rocket’. “Some clients want sophisticated designs, but we were only trained to make one type of stove Jiko Matawi (JIMA). I keep encouraging my team to learn more. We have been able to make more custom made stoves, and we have so far seen a good turnout of customers”.

Regarding the sustainability of the Enterprise she optimistically stated, “I see this Enterprise becoming a renowned company in five years. By then, we will sell our products not only in Mpwapwa district but at the national level too”.

Eva has also commended the impact of OYE to youth in her village and recommends that OYE should reach out to more youths throughout the country.

“We were very lucky to be enrolled in the OYE trainings. Youths in my village that were not selected to join OYE are very happy for us; they wish they had joined OYE too. In my opinion, OYE should not end here because OYE is the light to youths.”
After receiving the OYE training and joining the Enterprise through the OYE project, I managed to do tomato farming whereby I took a loan from our saving and lending association. After harvesting I paid off the loan and used the remaining amount to open a shop.

Omar Kitundu, Kwaugoro Enterprise, Arusha

If you tell me to quit the YSLA today, I will ask you ten times to give me enough reasons.

Upendo Gregory, Kwaugoro Enterprise, Arusha
I joined OYE YSLA in secrecy

Upendo Gregory is a youth from Kwaugoro village, Arumeru district, Arusha who has overcome all barriers to join OYE. “My husband did not want me to join any association until when I assisted him to pay our child’s school fees of TZS 350,000 when he was not around.”

Upendo explains that, despite her husband being loving and supportive he was of the belief that a wife should only take care of the kids. But Upendo wanted to be able to financially support her husband.

Having three children and cattle to tend, Upendo had to agree to be a housewife. But the desire to have financial freedom could not be quenched unless she finds something of her own to generate income.

Upendo and her husband owned one acre of land and she wanted to grow tomatoes but was still afraid of her husband. In June 2017, Upendo was invited by her neighbour to participate in the OYE Youth Saving and Lending Association’s first cycle ending party. Upendo assisted the Enterprise with extra chairs and that is how she gained interest to not only to join the Enterprise but also to know more about OYE.

“Wakati wa sherehe nilisikia vigelegele ati watu walipewa pesa zao, ndo hapo wakatangaza kuwa watu wanaotaka kujiunga watume maombi” meaning “During the party I heard the Enterprise members cheering after being given their money, they announced that those who want to join the Enterprise and the association should send their requests.” She explained.

When Upendo was accepted to join the Enterprise she started attending the OYE’s Youth Saving and Lending Association in secrecy, whenever her husband was around she would only send her contributions. She accumulated enough and one day when her husband was away their older child was suspended from school for delaying to pay TZS 350,000 school fees. Upendo borrowed from the association and managed to pay the debt. “This made my husband happy. He then started giving me contributions, last time he gave me TZS 150,000 which I have been paying on installments whenever I attend the YSLA meetings.”

Upendo has been updating her husband on the enterprise’s achievements. She says it impresses him and makes him support her even more. “When I told him that our Enterprise had won in the 2017 OYE boot camp and we were awarded with some equipment he was as excited as I was and was motivated to keep supporting me.” Upendo said.

Upendo’s husband has now allowed her to do farming; she has learnt best practice from her neighbour Thomas Nderiwa, an OYE youth. She has followed all the instructions and is expecting her one-acre of tomatoes to give her a good number of produce starting from February 2018. Upendo wishes to also receive OYE trainings, she believes that learning from some of her Enterprise members is not enough and that there is still so much more she needs to learn.
Employer and employee: OYE benefits all

The Tanzania Meat Company (TMC) in Dodoma region is one of the largest slaughterhouses in Tanzania. The slaughterhouse has for several years struggled to access skilled labour as explained by Olipa Mwankomwa, the Human Resources Manager; “Our major challenge is lack of skilled labour; most of the people have experience from the local butchers but lack certain necessary skills. OYE connected us with unemployed skilled youths.”

“Since 2015 we have been recruiting and even retaining skilled youths who have received trainings through the OYE project by VETA and SIDO. The youth work at TMC as trainees while two: Fatma Abdi Line Operator and Lusekelo Juckson under loading department have been employed. We are planning to hire eight hardworking and well skilled OYE trainees” she insisted.

“Tukihitaji wafanyakazi wenyewe mafunzo ya VETA tunawatoa wapi? Msiache kutoa mafunzo kweli mnatusaidia sisi upande wa kampuni” meaning where will we get workers whenever we need them? Do not stop training the youth you are really helping us as a company” She insisted.

According to the Companie’s Acting Director, Mr. Nashon Kalinga “The project is helpful and we are still in need of it because of the increasing demand. We can develop an assumption that slaughterhouses are one of the growing sectors as the government is encouraging industrialisation.”

OYE trained youth Jordan Sailen who works for the company since 2015 had this to say; “Sijawahi juitia kuifahamu hii kazi”, meaning I never regret knowing this job…apart from my payment as a contract worker I have other ways to generate income. I buy liver at TZS 1,500 per kg and sell it at TZS 3,000. I have invested my income in a French fries stall from which I make TZS 300,000 per month and I am planning to have my own butcher shop.”

Saumu Mlindi just like many other OYE youth says that the trainings have helped her to diversify her income. Between May and June she bought sunflower seeds from villages at a cheap price and processed it to make oil from which she got a profit of TZS 270,000 after selling. Moreover, at the company she works on shifts. Whenever she is on night shifts she uses her afternoon time to make custom made wax prints and runs her tailoring business.

Charles Nicholas says that he aspires to become one of the biggest business persons, therefore receiving trainings, mentorship and working under the meat company will enable him to get capital to expand his second hand clothes business as well as to establish a hard and soft drinks store. “Kufikia mwisho wa mwaka 2018 nitakua mfanya biashara mzuri” he emphasised meaning “By the end of 2018 I will be a better entrepreneur.”
We are highly impressed by the OYE youth because they have all the knowledge and skills required and they always teach their colleagues who have not gone through any formal training. The OYE youth are very time conscious and bring competition to the other workers who have to pick up with the OYE youths’ pace.

Olipa Mwankomwa, Human Resources Manager, Tanzania Meat Company

OYE trainings have helped me to a great extent on financial management. I have learned how to save money for the future.

Philemon Clemence, Tanzania Meat Company, Dodoma

We cooperate with local companies to create apprenticeships that provide the youth with practical technical skills with a focus on (self) - employment.
Thanks to OYE, our stoves have been widely accepted and our business is booming and we are currently planning to start distributing improved cook stoves to the Northern and Coastal regions.

Richard Salute, UKIUMAKI Enterprise, Kongwa

In that one acre I am planning to build a house. But in order to get money to build a house I have planted cassavas in this farm and bananas in another farm from which I am expecting to get at least TZS 9 million next year after selling the produce.

Janet William, Mundu Twaweza Enterprise, Morogoro
Janet William lives in Mundu village, Morogoro district and is a member of Twaweza Youth Led Enterprise. Her supportive partner is a father of six. Janet believes that the properties she found her partner with, belongs to his other three children and therefore she must work hard to ensure that she gets properties that will belong to her own children. But how could all that be possible to a housewife, mother of three, out of school rural youth? Thanks to OYE for identifying opportunities that are accessible and attractive for young women.

When Janet started living with her partner, she had no source of income; therefore she started selling bananas that she harvested from her partner’s backyard farm. But she never saw this business growing any further.

Like all the other OYE youth in Mundu village, Janet did not hesitate to grab the life changing opportunity offered by the project. After attending OYE trainings through Sustainable Agriculture Tanzania, one of our local partners and joining the Youth Saving and Lending Enterprise, Janet is now a renowned banana seller in her village whereby she buys bananas from other villagers to add on her own banana produce and sells at the famous Mzinga Market in Morogoro.

Janet was only able to expand her business after joining the Twaweza Youth Led Enterprise and joined the saving and lending association. “I borrowed money four times during our first round: at first I took TZS 50,000 which I used for personal emergency, then TZS 100,000 which I used to buy more bananas from villagers and sell at the city, then TZS 200,000 which I used to rent a farm near Mzinga area and lastly I borrowed TZS 400,000 with which I bought a plot of land and more bananas. When we closed the first cycle, I had already paid off all the loans and was very happy to be the highest recipient. I have joined the second cycle and I will never leave the association,” she happily explained. “I feel very happy, I have never expected that I will ever reach this far. I was very hesitant at first and life was very challenging” 

During the first sharing out of funds, Janet received TZS 366,666 which she used to buy a one acre farm at TZS 200,000 and the remainder she invested in her family grocery store.

Commenting on his wife’s success, her partner Mr. Theodori Mizambwa is very impressed and he says that among all other things, the Enterprise has helped his family, “we feel secured whenever we have financial emergency, we are sure of where to get a loan unlike before whereby we had no where to run to.” He also commended the OYE project saying that “Times are hard, thanks to OYE it has helped youths, and they now have their own sources of income.”
Cook stove makers now potential school owners

Okoa Nishati in Ipuri village is a Tabora based Youth Led Enterprise that was trained in making improved cooks stoves through the Small Industries Development Organisation (SIDO), our local partner. Okoa Nishati was established back in 2014, but the Enterprise was making a slow growth despite years of operations making local cook stoves.

“After seeing that our business was making a slow growth we approached SIDO Tabora for a loan. They liked our idea and advised us to join OYE and that is how we learnt to make the best improved cooking stoves and also started seeing doors of opportunities open” explained the Secretary of Okoa Nishati Enterprise, Mr. Hosea Majogoro.

Top members of the Okoa Nishati Enterprise started attending OYE trainings, whereby Majogoro joined OYE in October 2016 while the Chairperson of the Enterprise Bruno Furgence joined in early 2017. Both were trained on basic life, technical and business skills, the skills that they later on transferred to other Enterprise members.

“We advised the Enterprise to join the project because we like OYE. It complements what SIDO is doing and most importantly it empowers the youths who are the most disadvantaged when it comes to employment. We train the youths on several aspects in order to prepare them to become the best with or without the project. By doing so we are also helping the government to promote employment. Up to now, we have trained up to 560 OYE youths in all three sectors: Agriculture; Renewable Energy; and Water Sanitation and hygiene.” Explained SIDO Tabora Manager Mr. Samuel Neligwa.

Apart from providing technical trainings and apprenticeships, SIDO acts as a mentor and also works to ensure Okoa Nishati increases its business network. Added Mr. Neligwa.

Talking about what he will never forget about OYE Training Majogoro explained: “On the last day after the training, a staff from SNV named Faustine Msangira was invited to give us closing remarks and he told us that it is very easy for a traveler to hitch a ride rather than someone who has not started the journey and this is where I told myself that as an Individual I must start travelling and I will find more help if there is any while I am already on my way”.

Commenting on how OYE has had a positive impact on their business Majogoro explained: “We started realising the impact of OYE in our business soon after we finished the training. SIDO assisted us to apply for a United National Development Programme (UNDP) tender worth

The Blue Sky Girls Secondary School administration block in the 42 acres of land in Magiri village, Uyui district, Tabora. This is among the already built buildings by Okoa Nishati Enterprise to be used as a secondary school.

We continue to mentor our graduates in their employment or enterprise.
over TZS 61 million under the Regional Commissioners office. We produced improved cooking stoves: 24 for institutions, 320 single plate stoves and 639 double plates. This was our first major tender to ever secure and we made a profit of more than TZS 30 million."

“We have now relocated from a very small working area by the road to our newly bought 734 sqms small industry located in Ipuri village in Tabora Municipal, we have also invested TZS 14 million from the earned capital in building a secondary school in Uyui district. Our profit has also dramatically increased after attending OYE trainings because in 2016 we only had TZS 4 million savings but in 2017 we have saved up to TZS 8.9 million and we have planned to save up to TZS 20 million in 2018. Majogoro optimistically explained.

The Blue Sky Girls Secondary School in Magiri, Uyui district was not in the plan. The Enterprise’s initial idea was to build a Centre for Technical Training and Production “We failed to build the centre because the nearest electric transformer is 1.4 kms away and therefore by the time the electricity reaches our facility it would have been of very low voltage compared to our need. Therefore TANESCO advised us to install a transformer which costs about TZS 17 million. Since we could not afford this, we decided to start with a secondary school.” Elaborated Bruno.

We have come to realise, building a secondary school is also an ideal project for there is only one private secondary school in Uyui district, therefore there is a need for more private schools. We are expecting to launch this secondary school in January 2018, our target is to have 40 students by then and we already have 12 potential students. Bruno further explained.

“We are also working on having more than one sources of income. At this school compound, we have bought 200 cashew trees and will soon plant them, we have installed 25 beehives and the area has a total of 89 Mininga trees. We have not given up on opening the Centre for Training and Production, and we hope that we will be able to do so very soon.” Said Majogoro.

“If we get another tender worth at least TZS 50 million, we will install a transformer where we want to build the Centre in order to continue with the project. As of now,
From a booming Enterprise to growing individual initiatives

Jitume Youth Led Enterprises is a booming solar enterprises in Ilolangulu village, Uyui district in Tabora. The Enterprise is made of nine members (seven males and two females) who were all trained in solar systems installation. The team joined in June 2016 through the Tabora based local partner, Millennium Promise.

The Enterprise has been very open to other opportunities as clearly reads the slogan on one of their office walls ‘Tunabadilika kutokana na mazingira’ which means ‘We change according to the environment.’

The Enterprise has so far installed 30 solar systems in Ilolangulu and other neighbouring villages, a service that has been very much appreciated in their village. According to John Thomas, a shopkeeper in Isenga village and Jitume’s client had this to say “Without Jitume I would have never dared to fix my system again. There was a technician who wrongly installed it before and it did not function properly. My family had to keep on using oil lamps and torches. When I heard of the Enterprise, I did not hesitate to contact them and they have not disappointed me. I commend their services to anyone.”

“I really liked their services, they only charged me TZS 50,000 to install a solar system in my house that was back in July 2017 and I have no complaints. I like solar because here in the village it is not easy to get electricity and we I need to charge our phones and also to watch news therefore solar was the be the best option because I will not have to worry about the electricity periodic payments” Said Athumani Abdalla, Chairperson, Isenga Village. It is worth noting that the Enterprise charges from TZS 30,000 to TZS 60,000 depending on the size of the system.

After seeing that our business was growing and could sustain itself, we decided to invest in other opportunities, a solar powered hair-cutting salon and mobile phone charging centre.
The salon has been very profitable. Furthermore, the Enterprise has further extended its business to buying maize from farmers at a cheaper price and selling it at a higher price. The Enterprise accumulated 21 sacks full of maize from August to November and made a profit of TZS 9.8 million.

The Enterprise became the second winner at the 2017 OYE boot camp after defending its business proposal on “changing according to the environment”. The Enterprise was awarded with 79 solar lamps worth TZS 900,000 which when sold will boost their business and increase their individual income as well.

Apart from the Enterprise growth and performance, the youths in this Enterprise are very proactive. The success of their Enterprise is reflected in their individual growth where every member has noticeable improvements.

“Looking at how far we have come, I now know why during the training we were taught to value knowledge than money I will always cherish this lesson we were told if a sponsor comes and gives you two options: knowledge or money, do not choose money but choose knowledge through which you can liberate yourself from poverty”. Abedi explained.

The Enterprise’s outstanding performance has made it receive a loan of TZS 2.5 million from the Municipal district council of Uyui. The Enterprise was first provided with TZS 500,000 in April 2017 by the Municipal council and managed to successfully pay it off by June 2017.

We provide young people with practical and market-relevant skills.

Some of the Jitume Enterprise Members in their office, (Left to right) Winfrida Maswaya Deputy Secretary, Abedi Selemani Chairperson, Musa Mohamed Treasurer, and Nsokolo Junedi Secretary.
Before I joined OYE I used my parents sewing machine but now I have bought my own. I have also bought a smartphone for the purpose of selling African prints through online platforms, a service that I could not afford before.

**Winfrida Maswaya, Jitume Enterprise, Tabora**

I am very happy, I used to depend on my parents but now they are the ones who depend on me. I have bought a plot, made bricks and I am expecting to start building my house soon. I used to have a very small grocery store that was not very profitable but now I have two, one is bigger compared to the first. I have a farm; this season I have planted maize. Through OYE, one of the major benefits I gained is the ability to identify opportunities, I am now aspiring to become a very big business person.

**Musa Mohamed, Jitume Youth Led Enterprise, Tabora**
I have bought this plot of land and I am expecting to finish building my house next year, I used to farm on half acre but now I farm on two acres to three. I have a saving of TZS 300,000. In my bank account before OYE the largest amounts of money of my own I have ever held was TZS 50,000.

Abedi Selemani, Jitume Enterprise, Tabora

In Isenga village, Saidi Athumani Abdallah’s child, is now able to watch football games from home, after Jitume Youth Led Enterprises installed a solar system at his house.
Basil Wilson from Idweli village, Rungwe district in Mbeya was not privileged to join further studies after completing his secondary school in 2008. Unlike his fellows, he had an opportunity to have an eight months contract in Mbarizi, Mbeya from April to November 2009 but he lacked some knowledge and skills to be able to sustainably utilize his time and financial resources.

Working as a casual laborer at a flour milling, he started with a salary of TZS 25,000 and within two months he received 100% increment to TZS 50,000. Basil does not recall having done anything useful with the money he earned.

Upon finishing his contract, he went back to Idweli village to stay with his mother whereby according to him his ordinary day was either spent on doing nothing productive, wasting too much time watching football. This made him depend on his mother who is a smallholder farmer. This all changed when he received OYE trainings.

According to Basil, time management and goal setting are among the unforgettable lessons he learnt through OYE.

His lifestyle has completely changed after joining OYE. Basil’s ordinary day starts at 7.00 AM when he goes to his family’s pigfarm after which he tends to his Enterprise’s pigs from 12.00 PM to 2.00 PM. At the pigsty, he is employed by his Enterprise, which pays him TZS 25,000 per month.

“Even my mother has been benefitting from the knowledge I obtained through OYE trainings. The vet used to charge her a lot of money unnecessarily and sometimes they would lie to her about the prices of medications and other things but after I was trained on pig farming, I take care of almost everything and the vet cannot lie to her anymore.” He explained.

Basil believes that he has been able to plan his time and manage his money because he was also trained on how to set both short term and long-term goals. “Through OYE we were also trained on how to have savings unlike in the past when it felt okay whether I get money or not. I want to build a house by the end of 2018, therefore I must use my time wisely to earn and save.”

Goal setting and time management have proven to be very fulfilling to Basil. Before joining OYE, Basil had no farm but he made it a priority that he was going to buy one after the training. By August 2016, Basil had already bought two acres where he grows maize and potatoes. He says, “This could have hardly been possible if it were not for my personal savings and our Vijana Wajasiriamali an OYE Youth Saving and Lending Association.

Chicken rearing is also another good way to diversify income, Basil rears chickens whereby he started with two chickens in July 2017 and by November 2017 he already had six. He has already sold some because he cannot live with all chicken inside his mother’s house. He is planning to build a chicken house by early 2018 in order to be able to expand this business.
I wish that OYE reaches more youth. It has changed my life and my perception towards life. I like it for the fact that it is putting effort to rescue youths from unemployment. I believe that if the youth take this opportunity it will help them, for instance I live with my mother, I used to depend on her but now I have my own farm and goals to fulfil.

Basil Wilson, OYE Youth, Mbeya
The birth and growth of an entrepreneur

Kigwa Solar Youth Led Enterprise in Kigwa village, Uyui District, Tabora was established in December 2016 after receiving training in solar systems installation through Millennium Promise, an OYE local partner. By November 2017, the Enterprise had already installed more than 30 solar systems (both big and small) in Kigwa and other neighboring areas including Nzega, Magiri village, Kigwa A village and Upuge village. The Enterprise is made up of four females and four males.

With availability and accessibility of electricity, the need to access technological means of communication increases. This has been of advantage to the Enterprise.

The Enterprise has become an agent for both Star Time and DSTV satellite dishes; the youths have also started selling electronic equipments. Moreover, the Enterprise has entered into partnership with a technician who works from their office to fix radios and TVs in order to attract more customers. Members of the Enterprise have also trained themselves to install normal electricity and are expecting to undergo formal training in order to qualify for such installations.

Achieving a two years goal in six months

Meet Donald Beatus from Kigwa B village, Uyui district, Tabora who is a member of the Kigwa Solar Youth Led Enterprises. Donald has always wanted to move into his own house. As a youth with no stable income, Donald had only built a foundation hoping to finish building his house within two years. He did not know that joining OYE would change his life.

“I joined OYE in June 2016, we officially established our Enterprise in December 2016 and I moved in my house early May 2017. OYE has helped me to speed up my success. Instead of two years I have built my house in six months,” Explains Donald.

Donald thanked OYE for impacting his life. He also extended his gratitude...
to OYE for linking him with other youth in the village who have now become colleagues or partners, people he trusts and recommends anywhere to work on what they have been trained in.

He also explained “When we first attended the trainings most of us never thought one day we would hire one another. It never even crossed my mind that I would soon move into my own house, which was then at the foundation.”

“After I built the house, I hired OYE youths to do the roofing, installation of solar system and well drilling. As for installation of solar system and satellite dish, I paid our own Kigwa Solar Youth Led Enterprise of which I am a member.” Says Donald.

Juma Maboja constructed a well, Bahati Juma and Sultan Said did the roofing and installed windows and doors, and I supervised Kigwa Solar Youth Led Enterprises to install solar systems.

Apart from the Enterprise, Donald and his wife have invested in other profitable ventures such as chicken rearing making nutritional flour for children.

The porridge flour by Donald’s family is made out of rice, finger millet, soybeans, maize and groundnut. “The flour is sold at TZS 1,500 per half kg and TZS 3,000 per kg. There was a woman who bought this flour at a shop, she then called my number as seen on the package to place an order. Packaging our flour has taken us closer to potential clients.”

Whatever progress I have made, it is because I have put into practice what I learnt through OYE and also because of the network and exposure that I gained through the project.
Wille Aliku of Unyamwanga village, Rungwe district in Mbeya region was one of the luckiest youths. In 2014, as many other rural out of school youth in his village were struggling to get sources of income, he was already earning handsomely by working at a timber workshop. Having seen that the industry is very profitable, in 2015 Wille asked his employer who he regards as a brother to bless him so that he can start his own timber business.

Wille who is married and with two children is determined to become a very successful smallholder forest owner. However, he had adopted a lifestyle that strained his growth. Wille became an excessive drinker who could regularly buy rounds at the pub whereby he would sometimes spend his money unnecessarily. “Didn’t I used to spend like TZS 50,000 a day to buy rounds at the pub?” he asked his friend who was helping him to unload timber from a lorry, “even more” his friend insisted.

When Wille joined the OYE project he wanted to learn horticulture and be able to expand his sources of income. Among other things he received life skills training, which boosted his self-esteem and made him aware of his worth. Through a series of OYE trainings Wille realised that his lifestyle was affecting his financial growth and might soon affect his health and wellness.

Through OYE, Wille was convinced to change his lifestyle “I can only say that it is God that made me hear about OYE because my business becoming unstable. I am now on the right track and competing with other three big wood processors in my district, I no longer waste my time and money,” he happily explained.

As a member of the OYE trained Mbomboyaje Youth Saving and Lending Association, Wille borrowed TZS 500,000. Within one year he has bought two small tracks of forest, one with 120 pine trees and another one with 50 pine trees, one industrial wood cutting machines and is expecting to add a third one in October 2018, he has hired four more workers and therefore has eight workers. Moreover he rents out his wood cutting machine.

Since he started his business back in 2015, Wille has never been able to buy a second machine but after joining OYE project he was able to buy another machine within few months.

According to Wille, this business is very profitable, for instance processing 800 logs, which takes only three days he gets a profit of TZS 1 million to TZS 2 million depending on the season. Wille also rents out his machine whenever he is not using it whereby on average he charges TZS 500,000 for three days.

OYE has helped him to focus more on his wife, children and his mother other than spending time and money at the pub. “I cannot thank OYE enough. My one-year-old was born slightly disabled and fell sick. Now I can manage to make sure he gets proper treatment and medication.

I took him to a private hospital in Dar es Salaam where I spent almost TZS 3 million. My mother fell sick at around the same time and she had to undergo a major operation. I was able to pay for her medication and treatment too. Had I not joined OYE and changed my lifestyle, I would have no savings or somewhere to borrow money at times of emergency like this.” He emphasised.
I have now seen the light because we were trained to be independent even if you are a smallholder farmer you can still succeed, it is not a must to start with a big farm to be successful.

Pendo Jeremia, Masomba Enterprise, Babati

My business is now booming, I have a high income and no unnecessary expenditure. Had I not joined OYE and changed my lifestyle, I would have no savings or somewhere to borrow money at times of emergency.

Wille Aliku, OYE Youth, Mbeya
Mapinduzi Enterprise, brings agricultural revolution to Urui

Mapinduzi (meaning revolution in Kiswahili) Enterprise is a group of 12 members (seven males and five females) based in Hurui village, Kondoa district, Dodoma. Its members were trained in horticulture and completed their trainings in May 2016. Enterprise Coaching Development (ECD), our local partner, trains and coaches 11 out of the 12 members in agriculture (horticulture and chicken rearing) while one member was trained on solar installation but has diversified to agriculture.

Because of the diverse operations of its members, the Enterprise uses its Saving and Lending Association as a meeting platform; “We normally meet for YSLA not just for saving and lending purposes but also to exchange ideas and inspire one another and to follow up on each others’ implementation. Each time I attended the meeting I became inspired.” Said Zulfa Maulid.

The Hurui landscape is carpeted with patches of clearly demarcated corn farms, except for one big and mixed farm owned by the Mapinduzi Enterprise. The farm is the biggest compared to all other farms, five acres to be precise. Mathias Jumbe one of the members tries to describe the end of it “unaona ule mti pale, pale ndo mwisho wa shamba letu” meaning “can you see that tree, that is where the farm ends” said Mathias as he pointed towards the tree. In this farm, it is even hard to tell what specific vegetables and crops are grown until one takes a proper tour of not less than 45 minutes.

“We never really used to make money out of farming. To us farming was not a job or something that could transform our lives but a tradition. After having received OYE training we realised that we had all that we have ever wanted and that is when we started practicing proper farming techniques.” Mathias explained.

The Enterprise rents the 5 acre farm whereby the group pays TZS 200,000 per acre for two annual farming seasons hence TZS 1 million per year. In 2016, right after the OYE training the Enterprise members rented a two acres farm and by 2017 the group had rented three more acres. “Kutoka kwenye hili shamba kwa wasianzi tunapata faida kwa heka moja si chini ya laki saba kwa msimu” meaning “on average we make at least TZS 700,000 profit from one acre per season. We started with mixed veggies and after making a huge profit we invested in capsicum, ladies finger, watermelon and cucumber.” In order to save more money, the Enterprise has plans to buy its own farm by 2019, whereby as of current one acre is TZS 3 million, therefore the Enterprise is planning to start with only three acres.

The Enterprise members farm in small groups of two to three. Mathias works in a group of two. He recently finished harvesting capsicum and he had this to say “In one week we got 10 to 15 sacks of capsicum and we mostly harvest up to four months. Therefore in one week we got an average of TZS 600,000 and TZS 9.6 million in four months. “Naishukuru OYE, sasa hivi tunapata mambili na mambili kutoka kwenye hili shamba” - “Thanks to OYE, we are now earning millions and millions out of this farm.” Mathias added.

The Enterprise sends all the credits to OYE for among other things, linking them with local partners that provide them with practical and market-relevant skills. “Here in Hurui we are the only ones that have focused on mixed agriculture and the types of produce we plant can hardly be found here not because they cannot be planted but because all farmers are used to planting certain crops. This helps us to secure the market quickly, sometimes even before we harvest.” Explained Suleiman Omari.
“I will never forget the training on how to prepare a strategic plan and SWOT Analysis because since I joined OYE before I start any business I must do the two.” Mathias.

The Enterprise hires youths to work in various sections of their farm depending on the workload. This is because all members of the Enterprise have other commitments and also because the farm is too big to be managed by a few members. Therefore the Enterprise allocates two to three members to work in the farm each week with the help of contract workers who are paid TZS 1,000 per ridge.

Thanks to OYE, we are now earning millions and millions out of this farm.

Mathias Jumbe, Mapinduzi Enterprise, Tabora
Because of OYE I have been able to finish my house that I had already started building before joining the project.

Ally Ramadhani, Wazalendo Enterprise, Singida

Many thanks to OYE for we now have our saving and lending association through which some of us have invested in other businesses such as agriculture. I will soon open a grocery store and I have already rented a place and bought the necessary furniture.

Fadhili Juma, Wazalendo Enterprise, Singida
Meet Wazalendo Youth Led Enterprise that was trained and has ventured in beekeeping business in Isambu village, not only as a source of employment but also as a way to sustainably protect both the Miombo and Mimboa Woodlands.

The social behavioural factors of the neighbouring society such as cutting down trees for fuel, building materials etc; endanger the two forests. Just like the meaning of their Enterprise name, Wazalendo (The Patriots) they have taken that as an opportunity to request the local government to conduct their beekeeping business at the Miombo and Mimboa Woodlands in order to be able to protect the two woodlands.

“We started with six modern beehives that we received from OYE as a startup kit and we already have 30 beehives in the Miombo forest and 50 beehives in Mimboa forest. Before joining OYE, playing pool table is all we used to know despite that we individually had traditional beehives but we did not consider beekeeping as a serious business. OYE has saved us from playing pool table all day long.” Explained Fadhili Juma who is also the secretary of the Enterprise.

“We joined OYE in March 2017 to seek opportunities as it explicitly states Opportunities for Youth Employment. It is now eight months past and our lives are no longer the same.” Explained Ali Ramadhani, the chairman of the Enterprise.

The Wazalendo Youth Led Enterprise consists of nine active members while their technical trainer who is the only female member namely Elifaraja Lawrence has joined them as a member and a partner. The Enterprise members have achieved success in a short period of time “unlike before, we have now realised that there is no time to waste, and must cooperatively do what we can do in order to achieve our goals. We now have seven traditional beehives, six modern beehives received from OYE as a startup kit and the remaining 67 modern beehives that we made on our own. We are planning to make more when we have more wood.”

The Msambu village Executive Officer Mr. Juma Omari Mghwai commended the good work done by OYE and advised “OYE organizers should never think they are wasting their resources by helping the youths. The knowledge and skills instilled in these few youth of Msambu Village will be shared among other youth and it will help the government in fighting unemployment among the youth.”

**We engage community leaders to encourage local unemployed young people to join OYE.**

To ensure that the Enterprise succeeds at protecting the woodlands, the Msambu village has planned to inform the locals about the new plan through meetings and respective ward chairpersons.

“OYE ndiyo imefanya tumepata sifa nzuri katika kijiji na serikali ya mtaa mpaka hata tumepewa misitu ya Miombo na Mimboa kutilenza na kufanyia shughuli zetu za ufujaji nyuki” meaning “because of OYE we have gained a good reputation both at the village and at the local government level hence trusted to conserve the Miombo and Mimboa Woodlands through our beekeeping activities.” Ally Ramadhani explained with a grin on his face.
Strength of a woman

Umoja wa Kikundi cha Utengenezaji Majiko Kibaigwa (UKIUMAKI) in Kibaigwa village, Kongwa district, Dodoma has proven the famous saying “Strength lies in differences, not in similarities”, following the fact that male members in this Enterprise have openly acknowledged the contribution of women in ensuring the Enterprise soars to greater heights. The group was trained in improved cook stoves production through MWAYODEO, our local partner.

When explaining about the strength of the Enterprise, Rehani Rashid, the secretary of the Enterprise identified that cooperating with their female counterparts has been the strength of the Enterprise. “Kikundi chetu kisingefika popote bila wanawake” meaning “our Enterprise would have not reached anywhere without women” he stressed and the Chairperson of the Enterprise, Richard Salute nodded to agree to that.

The Enterprise’s workshop is strategically positioned by the main road along the Dodoma-Dar es Salaam road in Kibaigwa and attracts the attention of many. When passing by, one cannot resist admiring the energetic young women and men making improved cooking stoves. Each member in the Enterprise can and is willing to go beyond the limitations that are set by the society regarding which gender should do what. “OYE trained us all in any sector we chose to be trained in, it did not segregate men and women and this is how we came together as an Enterprise.” Said Esther Mkona.

According to Richard, women are very accomplished when it comes to the business of making and selling improved cooking stoves for they cannot only perfectly mould the soil but also do other iron works. “Each woman in this Enterprise can make a stove from scratch. Moreover, our
main retail customers are women therefore whenever they see stoves that have been made by both men and women they become impressed” he insisted.

“As we know in our society, women are always left behind whenever there are opportunities like these. Simply because of their gender some think they cannot do iron works. Looking at the female members with a smile on his face, he said: “Ila hawa wanawake ndio wametupa msukumo wa kupambana zaidi” meaning “But these women are the force behind our perseverance”.

Commenting on what was confessed by their male counterparts, Esther Nkome says “Wanawake tunaweza” meaning women are capable. We participate in all activities in our Enterprise from production to marketing and distribution and we attract many customers compared to men because most people in our society tend to trust women more than men when it comes to matters related to kitchen facilities.”

Moreover, due to the role of women in the Enterprise they have been able to take leading roles “both our assistant secretary Ms. Rehema Momonare and the assistant accountant Ms. Mwanaidi Waziri are women. We did not want to be gender biased if a woman deserves an opportunity they should be trusted with it.\” Esther insisted.

The Enterprises finished the training on 21st May and entered the market on 22nd May with its 22 stoves it had produced during the training. “As a team, we agreed to start the business right away for we had all the basic resources such as the startup kit from OYE and we had the will too. We had already seen the opportunity and possessed necessary skills too.\” Explained Rehani.

Rehani further added “the training was very useful to me, being taught something I knew nothing about and the knowledge has helped me in life and I truly appreciate it. I will never forget the day I was told we would exhibit our products at the 2017 Nanenane grounds, it felt like a dream.”

The Enterprise through our local partner exhibited its improved cooking stoves at the 2017 Nanenane grounds two months after it had started its operations. The Enterprise was also privileged to exhibit its stoves at the Ubalozi Youth Forum in Dar es Salaam that was attended by 30 Ambassadors to Tanzania from different countries.
Empowering the youth encourages startup

Dareda Ufugaji wa Kuku (DUWAKU), is a Youth Led Enterprise of OYE youth trained in poultry rearing in Dareda Village, Babati district, Manyara through Shambani Solution, our local partner. The Enterprise consists of 10 members (three females and seven males).

“We were unemployed when the Ward Executive Officer announced the OYE opportunity. Many of us registered our names, but some others dropped immediately after we were recruited. After we were trained, SNV promised to provide a startup kit if we managed to build a chicken house to the rooftop. We felt motivated and did so. That is how we employed ourselves.” Explained the Enterprise secretary Hosea Yusto.

I will not forget when we received a startup kit of 200 chickens, necessary vaccines and one month poultry feed.” Hosea explained his gratitude.

The Enterprise records prove that it has managed to put to implementation what it was taught during the trainings, whereby out of 150 chickens only four died. The Enterprise remained with 146 chickens and by November 2017 it had already sold 50 roosters at TZS 500,000. The Enterprise had also already started collecting eggs and secured tenders to supply eggs and chickens at supermarkets in Babati.

The secretary of the Enterprise Hosea had this to say: “At first we did not have official jobs or reliable income but I can now see that I am about to succeed and I am motivated to work even more.”

Moreover, DUWAKU has received a total of TZS 2.5 million from the Municipal office. “We have placed an order of 100 more chickens and we have bought more poultry feed.” Hosea happily explained. The Enterprise receives support from the local government as one of OYE’s strategic engagements. The local government has provided it with the area to build its chicken house and has also been granted an area to expand its investment in order to be able to accommodate a bigger number of chickens including an incubation machine. The Enterprise is aspiring to have an incubation machine since there is no such service in Dareda.

“We are now proceeding well. I feel like it started like a joke, and most youth who thought we were wasting our time are now asking to join OYE. I have achieved a lot in a short period of time because of the training and support received from OYE. I will always cherish all the lessons learnt.” Tausi Abas, Accountant.

Tausi used to sell vegetables at the Dareda market; according to her she was doing business for the sake of doing business. After attending OYE trainings, she started keeping records and that is when she realised that she was not getting profit. She then decided to open a restaurant whereby her success has even impressed her husband who has started supporting her more than before.

“Personally, the project has given me a job. This job is ideal for it is not a permanent job hence we can engage in other income generating activities. The youth that left at the earlier stages were mocking us when we started with chicks. But after they saw we are succeeding they started showing an interest to join us again.” Hosea Yusto, Secretary.
Personally, the project has given me a job. This job is ideal for it is not a permanent job hence we can engage in other income generating activities. The youth that left at the earlier stages were mocking us when we started with chicks. But after they saw we are succeeding they started showing an interest to join us again.

Hosea Yusto, Secretary, DUWAKU Enterprise, Manyara.
Rabbit farming in Babati

Masomba is an OYE Youth Led Enterprise of 11 (six females and five males) youths in Ari Street, Babati Municipal, Manyara, that has been trained and has now invested in rabbit rearing. The Enterprise was established in July 2017 and it started with only seven rabbits (six does and one buck) and by November 2017 it already had 21 rabbits.

To any rabbit farmer, this might seem as a slow progress. It is worth noting that the Enterprise faced challenges but refused to give up because of the promising nature of the business whereby they have already secured a market with Rabbit Bliss Company, one of the OYE strategic partners. However, they will only sell to the company once they have 50 rabbits or more. “We are expecting to start selling our rabbits even before they reach 50 by cooperating with other rabbit farmers.” Said Elirehema Explained.

The members of this Enterprise are determined, despite that they lost more than 20 kittens at the beginning of their business. Yet they have managed to pick up with the business again. To avoid losing more rabbits the Enterprise has expanded the rabbit hutch and is planning to expand it even more.

The Enterprise has also started vegetable farming at both individual and enterprise levels in order to have a stable income generation and circulation.
Because of OYE, I now have a stable income. Among other things I have been able to buy this motorbike, which helps me to manage my time and simplifies communication with my clients. For instance now I am from a school where I got a temporary job of guarding during form four examinations. Without this bike I would have struggled with transportation.

Abas Omar, Mapinduzi Enterprises, Kondoa

We are expecting to start selling our rabbits even before they reach 50 by cooperating with other rabbit farmers.  

Said Elirehema Explained
Before joining OYE we had no sufficient knowledge. We started this business after joining OYE and after training we have been able to come together and improve how we run the business.

Richard Manyika, KIVIUNYUNDU Enterprise, Kongwa
Then vs now - a tale from the beekeepers

Kikundi cha Vijana Ufugaji Nyuki Ndurugui (KIVIUNYUNDU) is an Enterprise of 13 members both males and females from Ndurugui village, Kongwa district, Dodoma. The Enterprise was trained by OYE in beekeeping and is registered at the district level. All the nine males and four female members used to sell honey before joining OYE, but something major has changed in their business since they joined the OYE project in April 2017.

"Kabla ya kuingia OYE hatukua na elimu ya kutosha. Hatujaanza biashara ya nyuki na OYE, ila baada ya kupata elimu tumeweza kujiunga na kuboresha uendeshaji biashara" meaning “Before joining OYE we had no sufficient knowledge. We did not start doing this business after joining OYE, but through OYE we have been able to come together and improve how we run the business.” said Richard Manyika.

According to Richard, all members used to sell honey in buckets and most of their customers were from the villages and they bought at a very cheap price. He further gave an example that most of their customers were local brewers famously known as Kangale and business people who used to sell honey in the cities and make even more profit.

We are happy to say that we have sold our honey at the Nanenane grounds, International Youth Day in Dodoma and at the Ubalozi Youth Forum in Dar es Salaam. “But now, the situation is very different the price that we used to sell a 20 liter bucket full of honey is the same price that we now sell for a quarter kgs of honey. This is because we did not know the market, the demand of the product in the market, and also because we were not known at the district level.” Mathias emphasised. The Enterprise is currently recognised by the district as environmentalists because they sustainably use and preserve the areas where they keep their beehives.

OYE has also introduced us to using modern beehives through which we get up to 10 kgs unlike the traditional ones which are not even user friendly nor environmental friendly. Mathias stressed.

By November 2017, the Enterprise had six modern beehives and 10 traditional beehives. The Enterprise is aspiring to become the biggest honey sellers in Tanzania.
Haki Leather Enterprise in Kalume village, Dodoma Municipal, which started its operation in August 2016 with eight members (four females and four males) still stands strong even with only two female active members who have chosen to prove that women too can run an enterprise. Elizabeth Barnabas and Hosiana Mmari were both trained in making animal skin products.

Elizabeth and Hosiana found themselves left with an enterprise three months after it was established whereby most of the original members left for school and never came back while others stopped being active without any concrete reason. By this time, the Enterprise had already acquired its own rented workshop cum display store and were no longer operating from one of their members’ backyard.

“When others dropped out, I recalled one lesson that I will never forget. Our trainers used to encourage us that we can do anything and it is possible to have anything we want. This was when we visited a slaughter house to learn the whole process from how leather is skinned and processed.”

“Me and Hosiana strategised on how we would continue to run the business by making both readymade shoes and custom made shoes and the business has been excelling ever since and my network has grown. With the help of OYE, Eliza has sold Haki Leather products at different exhibitions in Mbeya, Kigoma and Zanzibar”. Elizabeth then insisted “OYE has made me travel out of Dodoma, I even attended a peer coaching training in Morogoro” she laughed.

OYE has made me travel out of Dodoma, I even attended a peer coaching training in Morogoro.

Elizabeth Barnabas, 
Haki Leather Enterprises, Dodoma
Elizabeth further explains that she and Hosiana agreed to concentrate on the quality instead of the quantity and as a result the business has become more profitable for they have been able to sell every single shoe they produced unlike before.

The Enterprise has so far trained five interns each for one week from October 2017. “Our interns have been performing very well. The only challenge they face is startup capital; they have failed to start their own enterprises. All our trainees are females except one, most women are inspired to bring their daughters for training.”

Because of its promising business, it secured a TZS 1 million loan from the Local Government and has been promised a TZS 2 million loan because of its increasing good performance. The Enterprise has planned to top up TZS 500,000 and purchase its own leather sewing machine.

Moreover, in 2018 the Enterprise is planning to employ assistants who will work, as producers while Hosiana and Elizabeth will focus on market expansion.

It is very interesting that the Haki Leather Enterprise would have not or hardly survived if it were not for the moral support that Elizabeth and Hosiana received from their husbands. “My husband allows me to come to work despite that I have a small child. If he never did I would have not been able to continue working here.” Said Hosiana. “My husband has been very supportive, “Ananijua mimi mchakarikaji” meaning he knows I am a hustler. Sometimes he would come and sit here watching me make shoes. One day I left him here at the workshop just to find that he had perfectly made a shoe for one of our customers. When Hosiana was on maternity leave he was the one helping me around.”

Elizabeth explained; “Tungekua na wanaume wakorofu biashara isingeenda”, meaning had our husbands been not understanding, this business would have not survived.” She further explained that when she began working with Haki Leather her husband would complain that she was wasting her time because she would go back home with no money but she told him to be patient. Elizabeth now owns a hair salon and a chicken rearing business. “OYE imenifanya nizone fursa” she emphasized, meaning “OYE has made me see opportunities.”
A visitor at the 2017 Ubalozi Youth Forum capturing the details of an improved cook stove by UKUMAKI Enterprise.

We had a very low income before my wife received OYE trainings on Agribusiness. She was taught about how to run a horticultural business, and for the first time we made profit through agriculture and bought cows. We have also built this house from the profit we made through farming.

Juma Selemani (Zulfa Maulidi’s Husband), Zulfa belongs to Mapinduzi Enterprise, Kondoa
I work in this farm all the time. I have decided to stop all the work I was doing before and concentrate on this farm for it is way more profitable. The work is endless, from preparing the farm to harvesting and then we start over again. I make sure that I do everything as instructed so that we can get enough produce. I am paid at every stage but during harvest period the more the produce, the more the work and the more I get paid. Moreover, I buy vegetables for my wife to sell. We previously used to buy them at a higher price but now I get it from this farm. My wife and I can say that we earn much better than before.

Juma Bakari, Casual Labourer, Mapinduzi Enterprise, Kondoa
OYE creates youth employment

Hamisi Athumani Mkumbo is a youth from Igogo village, Igunga district in Tabora who has indirectly benefit from OYE through the Asali Bora Company (ABOC), a youth led Enterprise in beekeeping, that has commissioned him to sell their honey.

“I sell the honey here at Igogo. It is a very good area because of travelers and commuters. I have entered an agreement with ABOC to sell the honey they produce and I get TZS 1,000 from every TZS 10,000 I sell. I find it very profitable because I have a fruit stall, therefore this is now my second business. I am interested to join OYE if given an opportunity,” explained Hamisi.

The eight members (one female and seven males) of the Enterprise have been trained and are being mentored by Vijana Vision Tanzania, an OYE local partner. ABOC has become one among the best enterprises in Igunga whereby Vijana Vision Tanzania has also linked it with the Igunga Municipal for loans and trainings at the Beekeeping Training Institute in Tabora.

“ABOC was considered for training by the Igunga district because of its positive image and quick growth. At the 2017 OYE Boot Camp, ABOC won third place and was awarded TZS 800,000 worth of equipment because of its promising business plan. ABOC has also grown to provide employment through its agents”, explained Catherine Lissu, Project Officer of Vijana Vision Tanzania.

“We are very thankful for the project. We now have market for our honey in different areas and make a good profit unlike before whereby we never even thought of adding value or packaging honey. OYE has given us knowledge and made us entrepreneurs. We have even entered an agreement with two people who sell our honey,” Explained Shija Ndandu ABOC treasurer.

According to the enterprises July – Sept 2017 report, it has sold honey worth more than TZS 1.3 million and made a profit of more than TZS 400,000.

Moreover, the Enterprise has managed to invest in other areas whereby in April 2017 it bought one cow and in July 2017 it opened a small pig farm with seven pigs. Because of its efforts to expand further to other interesting ventures, OYE enrolled one of its members to participate in an exchange programme to learn about pig rearing from other OYE youths in Manyara Region.
Thanks to OYE which empowered us with skills on how to package eggs. Back then we used to package them locally. It was challenging to transport them to our customers in Babati and Katesh while packed in a box. As of now we are grateful that we are able to buy packaging materials, hence we can transport to Babati and Katesh. When one sees our label they can as well get our mobile phone contacts and we can deliver to them whenever they want.

Jesca Ruben, Junama Enterprise, Babati
A friend of SIDO, Shabani Rashidi Lukandamila, who trained OYE youths to make leather products has teamed up with two OYE youths and other inspired youths to establish a Ubunifu, Ukataji, Ushonaji and Umaliziaji (4U) Enterprise meaning Creativity, Cutting, Sewing and Finishing in Dodoma Municipal.

Shabani says that he started his business long before he started training the OYE youth through SIDO but his business picked up after he teamed up with the OYE Youth. “The business is performing much better now compared to when I was working alone. I lacked business, technical and life skills, which the OYE youth have. I now have people who can challenge me and share ideas with.”

The 4U Enterprise has so far received more than 12 OYE trainees who are expecting to establish their enterprise. The Enterprise currently mentors six youths out of the twelve.

Upon completing OYE trainings, Emmanuel did not have the facilities to start his own business and therefore started working at Shabani’s unregistered workshop at his residence. Few months later they established an enterprise and they have now rented a workshop at SIDO Dodoma offices where they can access SIDO facilities such as sewing and finishing machines.

The very determined Emmanuel joined OYE when he was waiting for his Advanced Secondary School Examination results. He is currently pursuing Information System at the University of Dodoma while passionately working for 4U Enterprise. “I chose Information System because I want to create an online platform for our business by July 2018”.

The Enterprise currently sells its leather products in Dodoma and outside of Dodoma. It has sold bulks of shoes in Uganda too through its Agent. The Enterprise is aspiring to export leather shoes and products to other neighbouring countries as well. “We want to export to other countries in order to ensure the people we train have enough local market. If we focus only on the Dodoma market, the youths we train will struggle to start their businesses.” Insisted Shabani.

Explaining about the growth of the business, Emmanuel stated that the Enterprise started with a startup capital of TZS 200,000 but currently the business is worth TZS 3 million. He happily said “Maisha yanaenda mfano mimi nimeweza kuendelea na masomo napata hela ya matumizi na sitegemei wazazi. Siombi pesa ya matumizi, hosteli wala pesa yoyote” meaning “Life goes on, for instance I earn money to sustain myself and have been able to continue with school; I am no longer dependent on my parents and I do not demand support to pay for the hostel or anything.”

“I like this business because I earn from the Enterprise as well as an individual. If I bring a customer, I only have to give the Enterprise a certain amount. The rest of the money is my own. There was a time when I made TZS 150,000 as an individual within five days. Such incentives make each of us to work so hard to secure the market”.

Since its inception, 4U Enterprise has entrusted its revenue with their female member Ramla Majoro because of the perception that females are more trustworthy. Ramla explains that the Enterprise members started trusting her with the money even before the Enterprise was stable and they would access their money whenever they needed it. In June 2017, Ramla was officially given the responsibility to work as a treasurer.
Ramla says that the only challenges she faces is that she has a lot of responsibilities at home unlike men who wake up in the morning and go to work, she must do all the housework something which delays her sometimes. “That has not stopped me, I have designed 10 different makes of shoes and some of them are among the bestselling items on our list of products.” She said.

On a very rare coincidence, Almas Ayub who was based in Kigoma bought a pair of sandals in 2017 and informed the seller that he liked the quality of the shoes. The seller linked Almas with Shabani where Almas expresses his interest to learn how to make shoes. In November 2017, Almas was recruited by the Enterprise, he has been trained to make shoes and because of his daring and hard working spirit the 4U Enterprise is currently planning to have his name incorporated as among the 4U members. “Kabla ya hapo nilikua nyumbani nilikua nategemea wazazi sasa hivi maisha yangu yamebadilika kabisa mwenyewe napata kipato changu na nimeongeza ujuzi” meaning “Before joining this Enterprise I was just at home depending on my parents but now my life has changed completely. First of all I earn money and I have added skills.” He insisted the 4U Enterprise members strongly believe that it is OYE that has made the Enterprise stand strong because of the business and life skills which the OYE youths bring to the Enterprise.
Fursa kwa Vijana (FKV) Youth Led Enterprise is a beekeeping youth led initiative in Imalakaseko village, Uyui district, Tabora. The Enterprise is made up of 17 active members (five females and 12 males). Despite living in a village where honey is traditionally one of the major sources of income among the locals, it has never crossed their minds that beekeeping or selling honey could also be a viable form of employment.

The youth explained to have previously noticed the hardship that beekeepers face locally with regard to marketing and selling honey at a good price. They started seeing this challenge as an opportunity after joining OYE and planned to establish a business of selling packaged honey. FKV Enterprise, while waiting to harvest from their own beehives, buy honey from the other villagers at a cheaper price, package and sell it at a higher price.

“To start with we bought 20 liters of honey at TZS 60,000, and packaged it in one liters (TZS 7,000 to TZS 8,000) to five liters (TZS 30,000 to TZS 35,000) and got more than 100% profit. This impressed OYE and we were linked to participate at the Nanenane exhibitions where we sold 40 liters of honey,” Said Hamadi Ally, FKV Secretary.

During the Nanenane exhibitions, the Tabora Regional Commissioner Mr. Aggrey Mwanri became very much impressed by the Enterprise performance and offered them an interesting opportunity. “We never knew we would come this far. The Regional Commissioner upon visiting our booth became impressed by our work and offered us a two weeks training at the Beekeeping Training Institute Tabora to further our knowledge and skills,” explained Shabani Juma.

Commenting on this promising Enterprise, Golieko councillor Mr. Shabani Abdalla
who is also a Deputy Chairperson of the district Council of Uyui advised; “I would like to encourage SNV to keep on helping us because employment is now an issue all over the world. Therefore such trainings help the youths to liberate themselves through opportunities within their surrounding environment. Also, OYE has made these youths visible to us. For instance we have a 5% annually distributed loan to promising youth led enterprises whereby the Enterprise in 2017 qualified to get TZS 1 million with which they plan to make more beehives. We were so encouraged to see that the Enterprise used the money wisely unlike in the past when we gave loans to other youth led enterprises”.

“We have used the money to make 30 modern beehives which costed us TZS 600,000. We have remained with TZS 400,000 which will be used to run the business. We only had three modern beehives as startup kits from OYE, therefore with more beehives we are very much sure that we will start having a stable income.” Hamadi elaborated.

“I would like to thank OYE. It has helped me to be aware of opportunities and also to gain business skills. I can now do any business if I want to, that is why I will never forget this training. It did not just focus on beekeeping but also on the essential knowledge needed for one to be able to become financially independent”, Katalambula happily explained.

“Regarding bee keeping, I remember when we were taken to TUMBI for practical training; this is where we knew how to do everything from making beehives, harvesting, bee wax processing and packaging. “Bila OYE nisingeweza kupata elimu yote hii” meaning “I would have never been able to get all this knowledge if it were not for OYE.” Hamadi stressed.

We never knew we would come this far.

Hamadi Ally (R) and Shaban Juma (L), FKV, Tabora
Meet Mary Fabian from Kigwa B village, Uyui district, Tabora. A young woman, mother of one who lives with her old mother in a grass thatched house while building her dream house.

Mary had just joined form two at Mwenge Secondary School in Singida with bigger dreams of becoming a surgeon doctor like her father when she started having eye problems that resulted in her having severe headaches when she reads. Her dream was shattered when a doctor at one hospital in Mwanza advised her parents that the problem will never stop unless she quits school.

Though a teenager by then, Mary did not let that stop her from dreaming. She planned to start farming but her brother who had promised her a startup capital passed on. After several months, she asked for a TZS 150,000 loan from one of her other brothers and started farming, mainly maize. Still there was one thing that was lacking in her life, she insisted.

Hunger for knowledge and skills made Mary join the OYE project. She did not let the headaches stop her. “The OYE training was very helpful, it was the kind of knowledge I needed, mostly business skills. I had previously attended chicken rearing training at SIDO but never had I received business skills. She said “Kinachoniumiza akili nilishindwa kusoma basi kama nimeshindwa kusoma bora nichakarike” meaning “What is troubling me is I could not get education and if I have no education I have to hustle.” Mary elaborated.

“OYE has helped me to manage my farming business, and to manage the chicken rearing business as well as to join the YSLA through which I have increased my circulation of income.

“I have managed to build my dream house and I hope to move in by 2018 together with my mother and my child.” She said.

Thanks to OYE for helping me understand how to manage my business. I used to live with my mother and child in a one bedroom grass thatched mud house but now I have managed to build a bigger house and I am planning to move in by 2018.

Mary Fabian standing in front of her yet to be finished house, Uyui, Tabora
I got a lot of inspiration from other youths in our group, and then decided to start with a small vegetables garden from a meagre investment of money. I had earned TZS 400,000 and invested almost TZS 200,000 in three acres of chick peas from which I got TZS 4 million. As of now, my husband who was not been involved in any business before has finally started supporting me in this business after seeing that I am now gaining a lot of money to even be able to buy cows, goats, school uniforms, food and clothes.

Zulfa Maulid and her children, Mapinduzi Enterprise, Kondoa
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