

International Women's Day, 2024

ENTREPRENEURSHIP TRAINING REPORT IN BAGAMOYO, BY RACAS FOUNDATION.



RACAS FOUNDATION

3/8/2024

Event Report: Women's Day Entrepreneurship Training in Bagamoyo

Date: March 8, 2024

Location: Bagamoyo, Tanzania

Event: Women's Day Entrepreneurship Training

INTRODUCTION: On March 8th, 2024, Bagamoyo witnessed a remarkable event in celebration of International Women's Day. Organized under the project name **Comprehensive Empowerment of Women and Children in Bagamoyo District**, this event focused on equipping women with essential entrepreneurship and business skills. It was made possible through a partnership with Bagamoyo district office, Ipa Community Initiative (ICON), and CRDB Bank. It was after the detailed study conducted by RACAS Foundation to business women in Bagamoyo, and they suggest to have the training since it hard for them to build a strong business as they lack a proper knowledge on management of their business.

OBJECTIVE:

The primary objective of the event was to empower women in Bagamoyo by providing them with business training. This training aimed to equip women with the knowledge and skills necessary to start and manage their businesses successfully.



EVENT OVERVIEW:

The event commenced with an opening remarks from Mr Kingu, a Secretary General of RACAS Foundation, followed by Madam Delvina, Director of Community development in the Bagamoyo district. After the remark, the participants got a chance to introduce themselves and the group they're originate from, in the room we had total of 30 participants, excluding the

organizers.

It brought together local community development officials, project stakeholders, CRDB bank and representatives from ICON, (our partner). The ceremony emphasized the significance of women's empowerment and the transformative potential of entrepreneurship in driving socio-economic development.

TRAINING SESSIONS:

Participants engaged in a series of comprehensive training sessions facilitated by experienced entrepreneurs, business professionals and digital marketers. These sessions covered various aspects of entrepreneurship, including;

1. **Digital marketing:** Participants learned how to use social media to grow their business by advertising the products they made so they can expand their market base. Social media has more effective means to advertise the products, the trainer pick each social media platform and their respective ways of advertising proper usage. This was done by representative from our partner, ICON.



2. Financial Management:

Experts from CRDB provided insights into financial management techniques, including budgeting, record-keeping, and accessing financial resources such as microloans from the financial institutions. He also highlights opportunities that are provided by the Bank to the small business owners and women, including Imbeju program, and other interest free

loans.

3. **BUSINESS MANAGEMENT:** Mr Revocatus, one of the trainers accompanied us, provided the Importance of creating a comprehensive business plan outlining the business's goals, target market, products or services and marketing strategies. He also stressed the need of conducting market research to understand customer needs, preferences, and behavior.



ACCOUNTING OPENING: this was the exercise that followed after the sessions and people were already had their lunch, RACAS made the exercise possible by paying the opening fee which was not possible for women to do so. 3 groups and two other individuals, total of five account were opened. This was the first step for them to acquire loan from bank like CRDB and other microfinances. We also promised to follow up process for them to acquire financial assistance, particularly loans, and help wherever possible.

OUTCOME OF THE EVENT AND THE WHOLE SESSION:

- Increased women participation on business. As participants learn valuable skills in digital marketing, business management, and financial management, they may apply this knowledge to their business. If successful, these ventures could become case studies or success stories associated with our organization, further enhancing our credibility and visibility as RACAS Foundation.
- Improved Business Performance: With a deeper understanding of digital marketing strategies, business management principles, and financial best practices, participants can implement more effective strategies within their businesses.
- Access to Funding: equipped with financial skills and business management, women may be better positioned to secure funding or access additional resources for their business. This could include grants, loans, or incubator programs aimed at supporting small businesses, from stakeholders like CRDB and the like whom RACAS will connect this women with.



- **Enhanced Visibility:** By organizing and delivering this training sessions for women, RACAS Foundation position itself as leader in promoting women empowerment practically. This enhances the foundation's visibility and strengthens its reputation as a socially responsible organization.



- **Fulfillment of RACAS's mission:** By providing training and support to women in Bagamoyo, RACAS Foundation directly advances our mission of promoting empowering women and improving their well-being. The success of the training sessions will contribute to the foundation's overall goals and objectives.

CHALLENGE FACED:

- Despite a high demand for financial assistance among participants, our organization faced constraints due to limited resources. Many women expressed a need for financial support to develop their businesses, presenting a challenge in meeting their expectations and needs.
- Some participants encountered challenges in understanding digital marketing strategies due to a lack of access to smartphones or computers, hindering their ability to engage with online platforms and social media effectively.
- Time limited our ability to provide in-depth training as desired, despite participant's keen interest in sessions on the training. Many participants expressed a desire for extended sessions but we couldn't do so.

NEXT STEP:

- **Support Services:** we'll provide personalized support services for women groups based on their specific needs and challenges identified during the training sessions. This might include personalized mentoring, business coaching, or access to specialized resources like finance.



- **Monitoring and Evaluation:** RACAS will continuously monitor the progress and impact of the project on women and children in Bagamoyo. We will also Collect data, measure outcomes, and assess the effectiveness of interventions for the improvement of future projects.
- **Expansion of Services:** Consider expanding the scope of services offered to women and children in Bagamoyo beyond entrepreneurship training. This might include access to healthcare, education, vocational training, legal aid, and social support services to address the needs of women in Bagamoyo.
- **Documentation and Knowledge Sharing:** Document best practices, lessons learned, and success stories from the project to spread knowledge and build capacity.

CONCLUSION: The Women's Day in Bagamoyo was made possible through partnership with Bagamoyo district office, CRDB Bank and ICON. Participants left the event empowered with the knowledge, skills, and confidence to embark on their business journey. The collaborative efforts of project partners, sponsors, trainers, and participants were pivotal in driving positive change in the community.

ACKNOWLEDGMENTS: We extend our heartfelt gratitude to Bagamoyo administration, Ipa Community Initiative (ICON) and CRDB Bank for their invaluable support and partnership in organizing this event. Their commitment to women's empowerment has been instrumental in creating meaningful opportunities for women in Bagamoyo.