



# QUARTER II REPORT

2023



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**A WORD FROM HER INITIATIVE.**

Dear Friends and Supporters of Her Initiative,

I hope this message finds you well and filled with the same sense of pride and optimism that has come to define our journey with Her Initiative. As we embark on the next phase of our mission to reshape the destinies of young women and girls in Tanzania, it is with great pleasure that I present to you the Quarter Two Report for this year.

At Her Initiative, we are committed to fostering a world where the potential of every girl knows no bounds. Our tireless efforts are driven by the unwavering belief that empowering girls is not just a goal; it is the key to unlock a future of equality, resilience, and inclusive growth. With every step we take, we are laying the foundation for a 'new normal,' where girls stand empowered to address social and economic challenges that have held them back for far too long.

In this quarter, we have witnessed the transformative power of our work as we continue to break the chains of poverty that have constrained the aspirations of countless young women. From life skills training and entrepreneurship programs to access to education and financial resources, our initiatives are creating ripples of change that resonate far beyond individual lives. As the cycle of poverty is shattered, the barriers that have held back our girls begin to crumble, paving the way for a brighter and more equitable future.

None of this would be possible without the steadfast support and collaboration of our esteemed partners. It is with deep gratitude that we extend our heartfelt appreciation to, NCBA, UN WOMEN, Women Fund Tanzania Trust, The Kingdom of the Netherlands Embassy, EFM- MEDIA, REVOLTEK, SERENGETI BYTES, and DUMA

Your unwavering commitment to our cause has been a driving force behind Panda Event success. Together, we are rewriting the narrative for girls in Tanzania and reshaping their futures for the better. I would also like to extend our heartfelt thanks to our funders who have been instrumental in fueling our endeavors, The Kingdom of the Netherlands Embassy, Segal Family Foundation, Women First International Fund Your generous support has been the cornerstone upon which we build our transformative work. With your backing, we are breaking down barriers, shattering limitations, and paving the way for a society where every girl has the chance to thrive.

As we move forward into the next quarter and beyond, let us continue to stand shoulder to shoulder, united in our mission to empower young women and girls. Together, we are weaving a tapestry of change, one that is vibrant, resilient, and woven with the threads of hope, opportunity, and equality.

Thank you for being a beacon of hope and a catalyst for change. Your dedication to Her Initiative is changing lives and lighting up a path toward a brighter future for all.

With gratitude and determination,



Lydia Charles Moyo  
Executive Director Her Initiative



# ABOUT HER INITIATIVE

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Her Initiative is a young women-led organization that reframes the value of girls and shapes the new norms that break the cycle of poverty and create financial resilience among adolescent girls and young women in Tanzania in order to achieve gender equality and inclusive economic growth. Her Initiative creates a 'new normal' for girls; a world in which girls are not held back from reaching their full potential, either by themselves, their families, their communities, or by their financial status.

Her stands for a girl who has empowered herself enough to address her social and economic problems. Most problems that affect young women and girls are in one way or the other influenced by poverty and are amplified by financial dependence.

**Vision:** We envision an inclusive society where adolescent girls and young women have the power to choose and create opportunities for themselves and others.

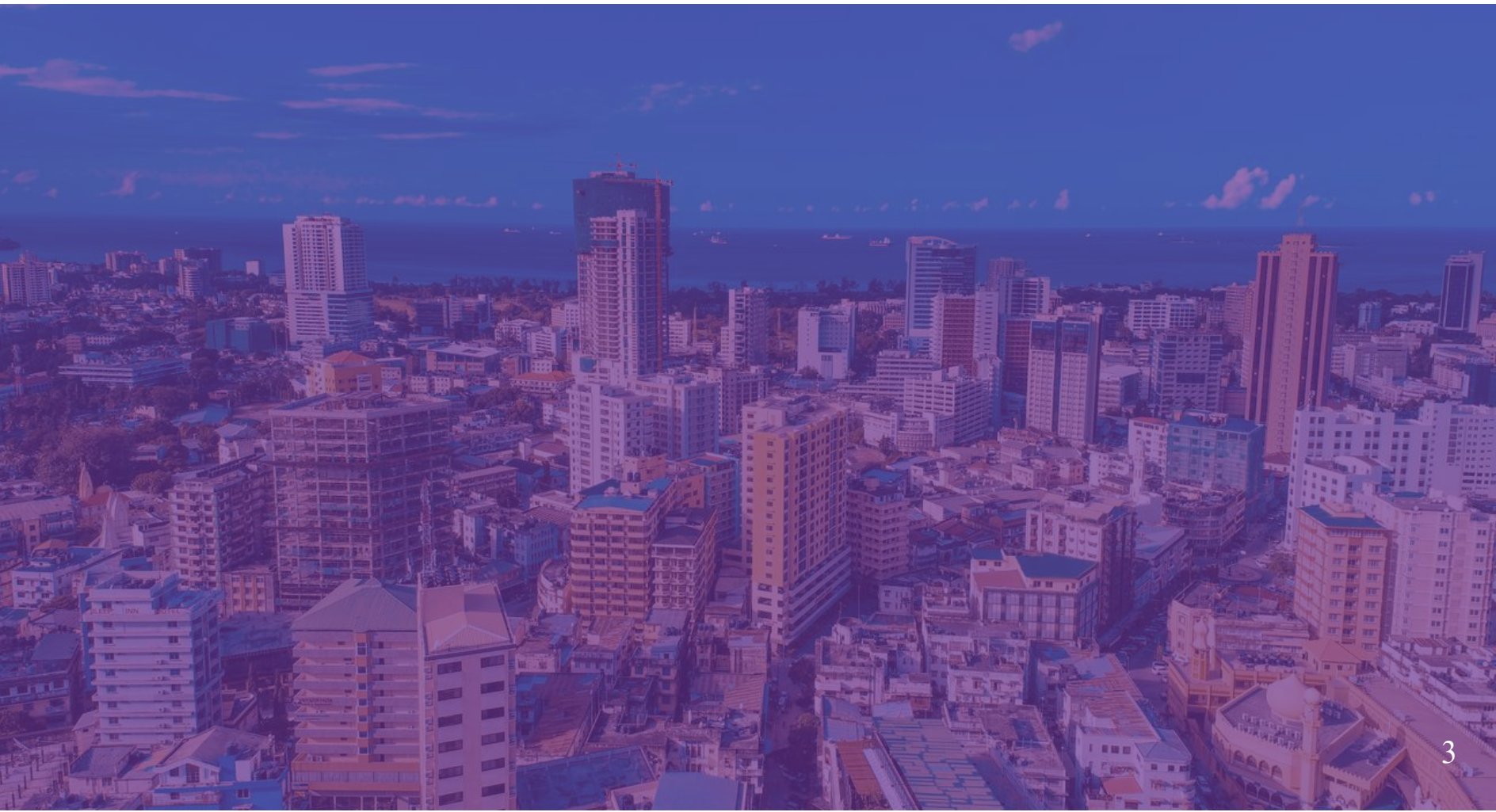
**Mission:** To promote financial resilience and digital inclusion amongst girls and young women, enabling them to challenge oppressive and discriminatory practices.



# WHERE WE WORK

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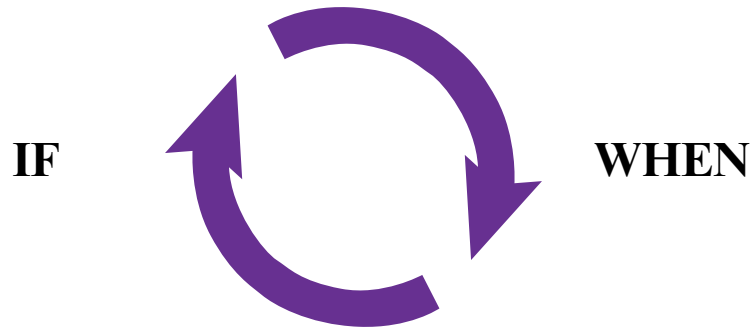
- Dar Es Salaam
- Lindi
- Mwanza
- Iringa
- Pwani





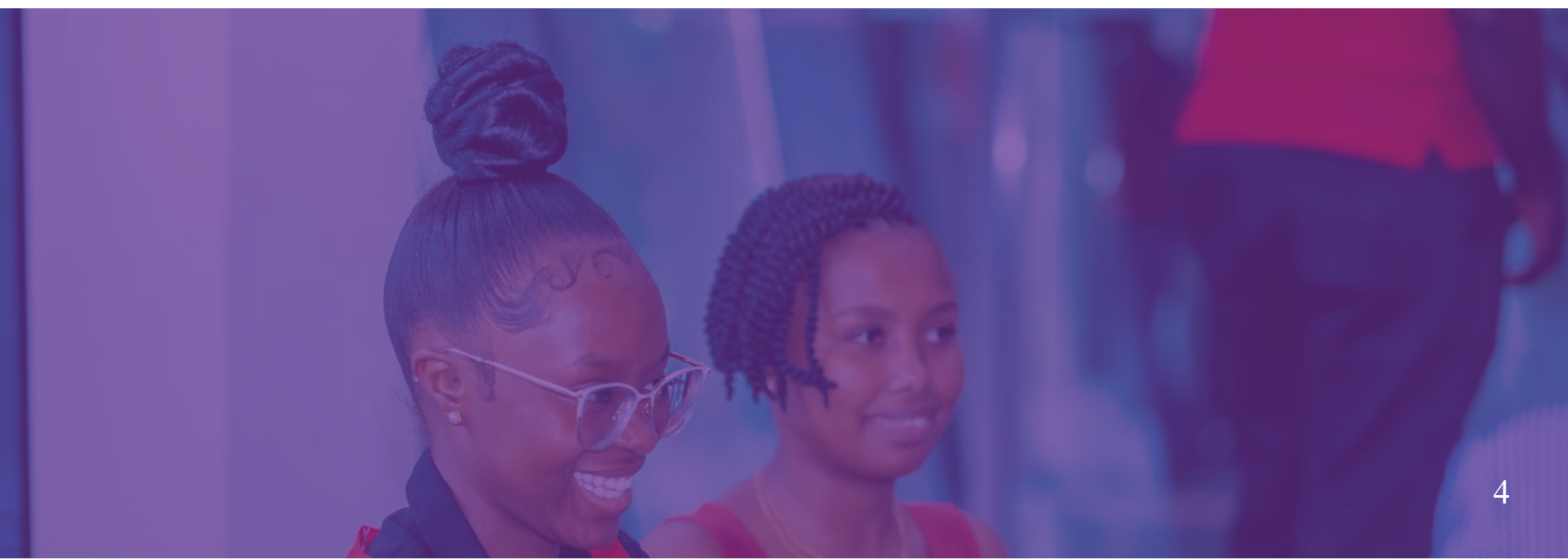
# THEORY OF CHANGE

IF an inclusive environment is provided; IF women's agency and capacity to influence financial and economic decision making at both individual and collective levels, is enhanced; IF women's productive role is recognized and aspirations to become financially independent are respected by the entire society; THEN women will have a voice in decision making and equal access to and control over resources, which ultimately will contribute to achieving equal benefits for their economic contribution, gender equality, and poverty reduction.



## STRATEGIC OBJECTIVES.

- To pursue a women's economic empowerment agenda that is inclusive through greater agency, equal opportunities, access and control of resources.
- To promote women's economic empowerment at the national level in the context of SRHR and GBV.
- Build a sustainable, resilient, and competent organization that supports our efforts toward realizing Her Initiative's vision, mission, and strategic goal



# QUARTERLY 2 REACH



<b>STRATEGIC OBJECTIVE 2:</b> Women's Economic Empowerment Agenda. <i>Total reach: 1593</i> <i>Direct: 481</i> <i>Indirect: 1112</i>	<b>Strategic objective 2:</b> SRHR and GBV. <i>Total reach 90-Indirect</i> <i>Female: 79.10%</i> <i>Male: 20.9%</i>
<b>STRATEGIC OBJECTIVE 3:</b> Build A Sustainable, Resilient, And Competent Organization. <i>Network/Coalition: 2</i> <i>Funding Partners: 3</i> <i>Implementing partners: 9</i>	<b>Media Engagement</b> <ul style="list-style-type: none"><li>• <i>Total 6900</i></li><li>• <i>Female: 57.0%</i></li><li>• <i>Male: 24.7%</i></li><li>• <i>Others: 18.3%</i></li></ul>
<b>Total Direct reach in this Quarter: 481</b> <b>Total Indirect reach in this Quarter: 8,102</b>	





## *Quarter 2 Unveiling the Life-Changing Story of #JiongezeKidigitali*

### **Idda Katigula**

"Hello everyone, My name is Idda Katigula, and I'm honored to introduce myself as the proud owner of JJ Breastfeeding Company. I'm excited to share the remarkable journey that has brought me here today. My story took a transformative turn when I became a participant in the life-altering DigiMali training and mentorship program. Little did I anticipate that this experience would not only reshape my business but also profoundly impact my life.

Armed with the invaluable knowledge and skills I gained through DigiMali, I uncovered the remarkable potential of crafting compelling content for social media. This realization dawned upon me: through the creation of engaging and informative posts, I held the power to both educate and connect with my intended audience on a profound level.

I embarked on a journey of sharing valuable insights, personal experiences, and the myriad advantages of breastfeeding. In doing so, I succeeded in cultivating a vibrant community of supportive mothers who found resonance with my brand.

But I didn't stop there. DigiMali taught me how to harness the potential of social media advertising to reach a wider audience. I dived into making adverts and sponsored ads, strategically targeting expectant and new mothers who were interested in breastfeeding. Through well-crafted campaigns, I showcased the quality and range of products offered by JJ Breastfeeding Company, while emphasizing the importance of nurturing mother-child bonds through breastfeeding.



The impact was phenomenal. Not only did my social media following grow exponentially, but my sales skyrocketed too. I witnessed firsthand how effective content creation and strategic advertising could significantly increase my profit margins. It was an exhilarating feeling to see the direct correlation between my efforts and the success of my business.

As if that wasn't enough, my hard work and dedication caught the attention of the esteemed organization, Her Initiative. I was humbled and thrilled to receive the Her Initiative Award, a prestigious recognition of my entrepreneurial journey and my commitment to empowering mothers through breastfeeding. This award not only boosted my confidence but also opened doors to new collaborations and opportunities. It was a remarkable validation of the impact I was making in the breastfeeding community.

Today, I am grateful to DigiMali for providing me with the knowledge and tools to thrive as a young entrepreneur. My journey from being a participant in the program to the proud owner of a successful business is a testament to the transformative power of digital skills and mentorship. I am proud to continue advocating for breastfeeding, providing high-quality products, and supporting mothers in their nurturing journey.

## Upendo Mhoka

Upendo Mhoka's journey is a testament to the profound impact of the DigiMali project, which has catalyzed her transformation from a beneficiary to a dedicated agent of change. As the founder of WEGO Consultants and a proficient sales and marketing manager, Upendo embarked on a remarkable path of empowerment and knowledge sharing.

Through her immersion in the DigiMali program, Upendo honed her skills in digital marketing and financial literacy, equipping herself with essential tools for success in the digital realm. Harnessing this newfound expertise, Upendo's commitment extended beyond her own achievements. Recognizing the importance of paying it forward, she embarked on a mission to empower others.

With unwavering determination, Upendo took the initiative to share her knowledge through Training of Trainers (TOTs). Organizing a transformative workshop, she brought together aspiring young women from the Mwanza Region, fostering an environment of collaborative learning and skill acquisition.

Through this workshop, Upendo imparted essential digital marketing skills and financial literacy knowledge, providing these enthusiastic participants with the means to navigate the digital landscape and explore the vast opportunities of the digital economy.

Upendo's altruism and dedication shine as a beacon of inspiration. Her willingness to invest her time and expertise in uplifting others showcases her belief in the power of knowledge dissemination for sustainable change. Her story exemplifies the ripple effect that a single individual can create within their community, catalyzing a wave of transformation that transcends boundaries.

In her own words, Upendo expresses profound gratitude for the knowledge she gained through the DigiMali project. Her eagerness to share this knowledge with fellow young women underscores her commitment to cultivating a generation of empowered digital entrepreneurs. Upendo Mhoka's journey encapsulates the spirit of DigiMali – a journey from beneficiary to advocate, from learner to teacher, and from empowerment to inspiration. Her story serves as a resounding testament to the potential of the digital ecosystem to uplift lives and drive positive change.

**WEGO CONSULTANTS WANAKULETEA**

# BUSINESS MASTER CLASS

**DARASA LA BIASHARA**

**MADA ZITAKAZOFUNDISHWA**

- Kukabiliana na hatari za biashara
- Mipenyo ya kimasoko
- Namna ya kuongeza mauzo.
- Masoko Kidijitali
- Kupeana Fursa za Biashara
- Usafirishaji mizigo kupitia Silent Ocean

**MAHALI:**  
NYAKAHOJA NJIA YA KUELEKEA -  
ROCK CITY MALL, MWANZA.

**TAREHE:**  
27.05.2023 SAA 3:30 ASUBUHI

**MUDA:**  
27.05.2023 SAA 3:30 ASUBUHI

**ADA: 20,000/=**  
Breakfast na Notebook vitatolewa

**HUMPHREY G. CHIWANGO**  
- Dir. TUKUWE entrepreneurship  
- Planning & Strategist Integral Advocates  
- Law Tutor Wesley College  
**Speaker**

**UPENDO MHOKA**  
Co-Founder: WEGO Consultant  
Sales & Marketing Manager:  
Aimuktar Co. Ltd  
**Speaker**

**Sponsored by:**

**KWA MAWASILIANO ZAIDI:**  
0762 302 209



A man and a woman are in a clothing store, looking at a laptop. The man is on the left, wearing a light-colored sweater, and the woman is on the right, wearing a striped shirt and glasses. They are surrounded by hanging clothes. The text "QUARTERLY UPDATE" is overlaid in the center.

# QUARTERLY UPDATE

**Strategic Objective 1: To pursue women’s economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control over resources.**

**In Continuing Creating Sustainability in Knowledge and Skills Development through the Panda Digital Platform**

Total reach in Panda Digital: 95	Panda Website: 28
	Panda SMS: 67

In this quarter, the Panda Digital program has made a significant contribution in the skills development for women in various sectors and ensuring their integration in the smart businesses through a website and Panda SMS platforms. In strengthening this we have made significant advancements in website redesign, technical enhancements, and user engagement.

By addressing challenges and leveraging valuable feedback, the project continued success in subsequent quarters, aligning with the organization's broader objectives of empowering women in Tanzania. Several achievements have been attained including continuing to impart to youth especially young women with skills and knowledge on how to start and develop their businesses. Panda SMS and the Panda Website continued to play a significant role in providing free courses. In terms of the technical aspect, we have developed a new section called Panda CHAT and we have started to pilot it.





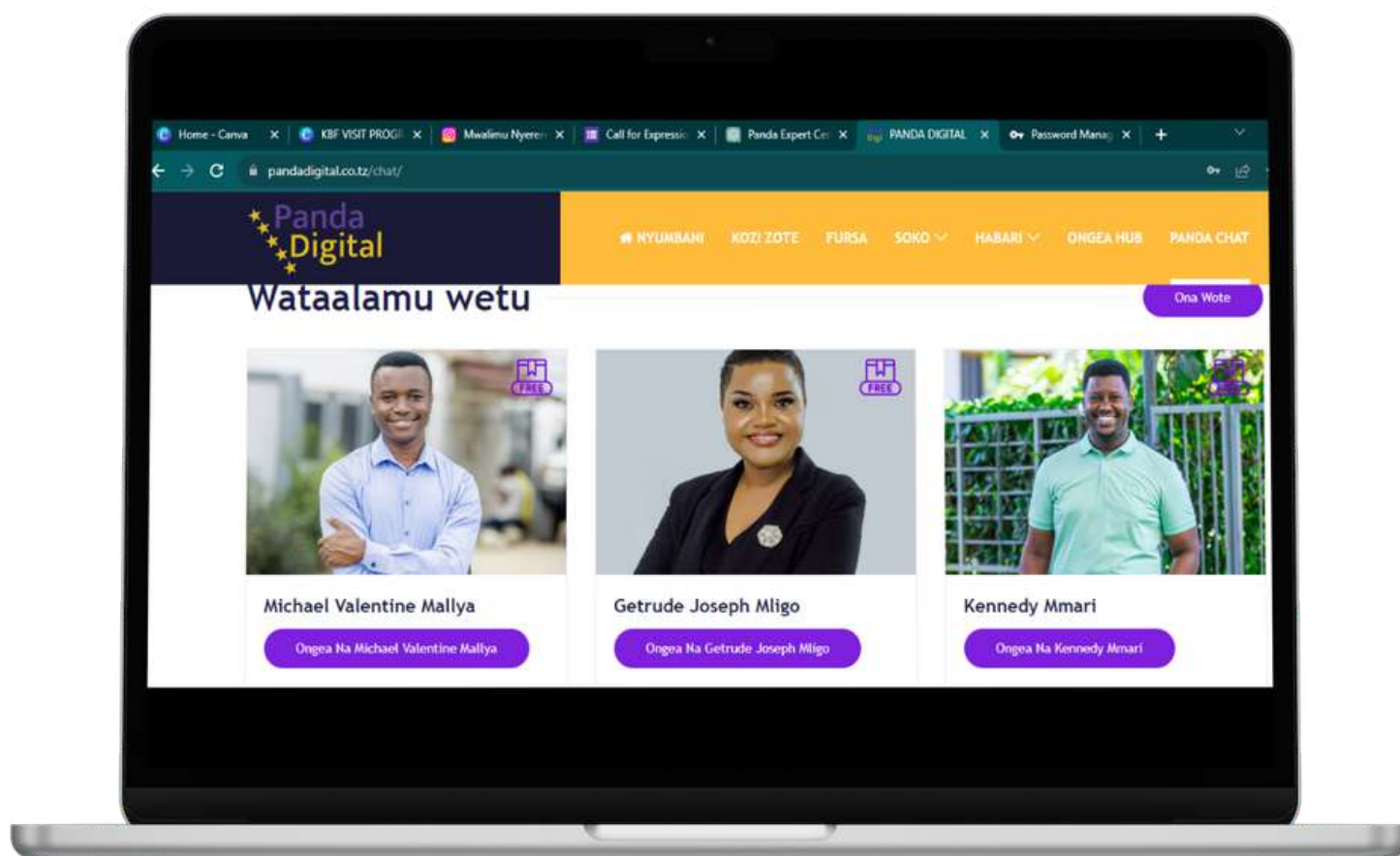
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### *Through panda digital we are Enabling Access and Adaptation of Business Concepts to Youth in Tanzania.*

A total of 95 (28 Panda Website, 67 Panda SMS) subscribers, subscribed to Panda Digital in this reporting period as Her Initiative continued promoting the use of Panda Digital, Tanzania's first hybrid e-learning offline and online learning site that enables access to information, skills, and resources to young women entrepreneurs to support business development and marketing leveraging digital technology to spearhead sustainable and inclusive availability and access to knowledge, information, and resources to facilitate starting, growing, and running of smart businesses in the growing digital economy and to contribute to bridging the Gender Digital Divide and the Rural-Urban Digital Divide through Panda Digital. Most importantly, young women with access to the internet can use PANDA DIGITAL WEBSITE ([panda.digital.co.tz](http://panda.digital.co.tz)) and those without access to the internet can use the SMS Model (0767680463)

### *Development of Panda Chat*

Her initiative through the technical consultant for Panda Digital, the developer managed to improve the website to contain the 1 new feature Resource for Expert Q&A center called Panda Chat which enabled youth entrepreneurs to access information and customized solutions for business scaling and adaptation of digital business operations among young entrepreneurs. The expert Q&A section is being used specifically for young entrepreneurs to access consultation in which they have access to consultants on demand, for expert advice and effective business solutions free. Users who are the beneficiaries of the DigiMali project receive their responses via text message after sending a question text as designed in the platform.



### ***Launching of Panda Digital- Panda Chat Section***

This section was launched during the commemoration of Panda Event 2023. Ms. Lydia Charles (Executive director for Her Initiative) announced the launch of Panda Chat, enabling girls to interact with professionals and receive personalized assistance for their business needs

*“Today, we are launching Panda Chat, where young women will meet experts who specialize in various fields, choose the one that suits her, ask a question, and receive quick assistance.” - Lydia Charles*



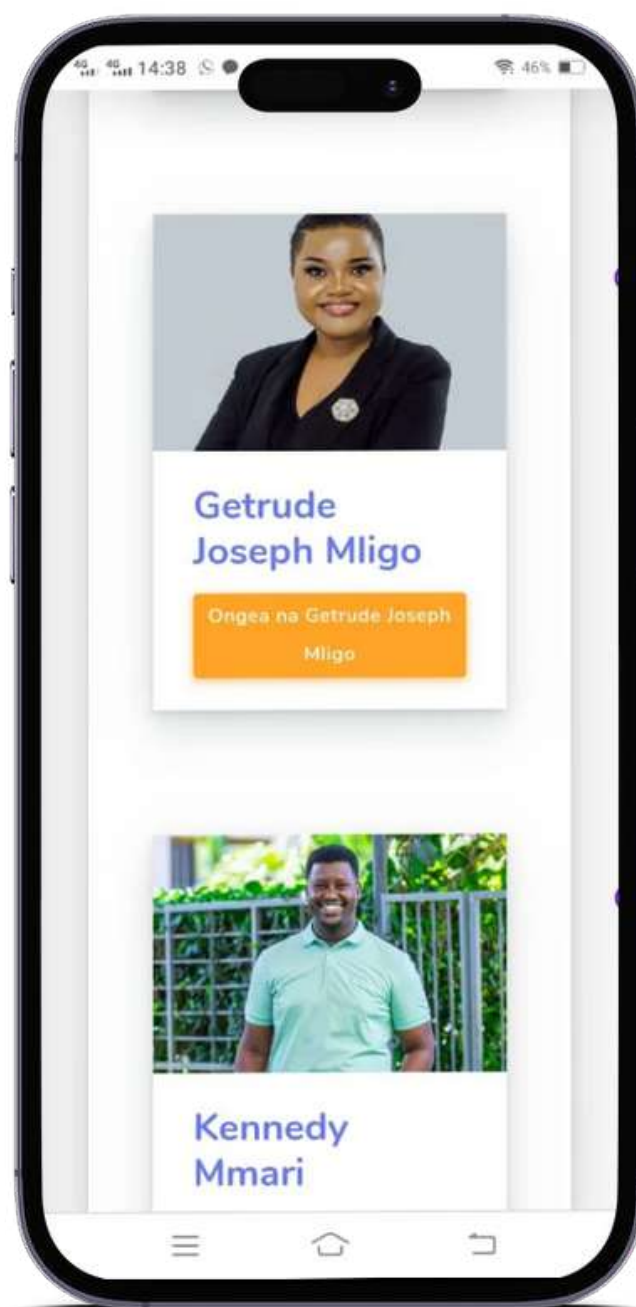
Through this project, Her Initiative managed to connect young entrepreneurs with business experts and enable them to receive technical assistance in business digitization and development for free.

### ***Piloting the Panda Chat***

The creation of the Panda Expert Center, which includes the groundbreaking Panda Chat feature, has been the result of a collaborative effort between Her Initiative and the technical consultancy. This expansion of the Panda Digital website has been carefully designed to provide significant benefits to young and aspiring entrepreneurs.

The introduction of the Panda Chat, a comprehensive Resource and Expert Q&A center, marks a significant leap in transformative support for young entrepreneurs. This dynamic addition is positioned to be a pivotal force in promoting business growth and facilitating a seamless transition to digital operations. Tailored to meet the specific needs of beneficiaries under the DigiMali project, the platform encountered unforeseen delays during the development phase, regrettably hindering its pilot phase.

Despite these formidable challenges, they have ultimately contributed to refining and enhancing the final product. We take pride in reporting that, at the present moment, the Panda Expert Center has achieved a state of readiness that aligns perfectly with our collective vision. With the Panda Chat now fully operational, it serves as a testament to our unwavering commitment to nurturing the entrepreneurial spirit among young individuals and equipping them with the essential tools for success.





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**Youths' Businesses have adopted best practices/skills through DIGIMALI Project.**

<b>Total Reach: 1,159</b>	<b>Direct reach: 47 Training and Mentorship batch 2</b>
	<b>Indirect reach: 1112 From TOT (Ripple Effect)</b>

In the past quarter, Her Initiative continued its efforts to support youth entrepreneurs through the DigiMali project, a partnership with the Kingdom of the Netherlands embassy. This six-month project aimed to provide training and skills development programs for young business owners. The project included digital business financing sessions and business digitization training.

In the last three months of the project, 47 entrepreneurs participated in virtual sessions and training materials were shared for reference. The project emphasized the use of digital technology for widespread learning across different locations in Tanzania.

**Business Financing Session**

The project aimed to promote digital inclusion among girls and young women by offering business financing packages to help manage their business and personal finances.

Training sessions covered various financing options, including traditional methods like loans and equity investment, as well as newer options like peer-to-peer lending. Participants learned about digital tools such as WALLET APP, MONEY LOVER APP, and Mipango App. The training equipped entrepreneurs with the knowledge needed to secure financing for their businesses.

**Business Digitization Training:**

DigiMali provide entrepreneurs with skills for effective digital marketing strategies. As the internet and social media play an increasingly significant role in business, this training helped entrepreneurs establish a strong online presence and engage with customers through digital channels.

The training was particularly relevant for women entrepreneurs, empowering them to succeed in male-dominated sectors.



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### DigiMali Mentorship Activities:

The project included mentorship and coaching sessions for young women who own micro, small, and medium businesses. Expert mentors provided practical digital and business management skills and knowledge. The goal was to empower these businesses to leverage digitization for improved profitability and sustainability. A total of 47 business owners benefited from the mentorship sessions, which were conducted both physically and online. The interactive sessions allowed participants to address specific challenges and seek solutions, and they were provided with online resources to address identified business issues.

Overall, Her Initiative's DigiMali project focused on equipping youth entrepreneurs, particularly women, with the skills and tools needed to succeed in today's digital business landscape. The project's various training components aimed to empower entrepreneurs to secure financing, adopt digital marketing strategies, and enhance their business management skills.



### Equipping young Entrepreneurs with the skills and knowledge needed to train entrepreneurs in digital marketing through DigiMali's TOT

<b>Total reach:1112</b>
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In the context of the DIGIMALI Project, TOT training refers to "Training of Trainers" programs designed to equip selected individuals with the skills and knowledge needed to train entrepreneurs in digital marketing. The TOT training program in the DIGIMALI Project has reached a total of 1112 indirect participants by providing them with the knowledge and skills they need after being effectively trained by DigiMali participants directly (entrepreneurs) in digital marketing. The TOT activities covered a range of topics, including the use of social media marketing, email marketing, and content marketing, among others.

This month the program was delivered through a combination of online courses, webinars, and in-person workshops, and is designed to be accessible and relevant to individuals from diverse backgrounds and levels of experience.



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### Increased women's productive capacity and access to markets through Digital Marketing Training

Total reach: 88	Female 61(67.3%) and Male 27(30.7%)
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In this quarter, Her Initiative in collaboration with DUMA conducted a training session to 88 students of the University Of Dar Es Salaam. The training program focused on equipping students with essential knowledge and skills required to navigate the evolving digital landscape and leverage digital platforms for effective Digital marketing campaigns. The duration of the training program was 6 hours and covered various aspects of digital marketing, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and analytics.

The training had met the objective by enhancing basics and practical skills for Digital Marketing, introducing students to the fundamentals of digital marketing and its importance in the modern business environment. Also the training helped the participants to familiarize with various digital marketing channels, tools, and techniques. On the other hand, the activity strengthened partnership with DUMA Association for further organization endeavors. Again, the training program successfully provided marketing students with comprehensive knowledge and practical skills in digital marketing. The students demonstrated a deep understanding of digital marketing concepts and showcased their ability to apply the acquired skills to solve marketing challenges.



Promoted women’s access to economic opportunities through the Panda Event 2023

Total reach: 251	Females 163(64.9%) and Males 88 (35.1%)
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During this quarter, Her Initiative reached 251 (females 163(64.9%) and Males 88 (35.1%) youth through the Panda Event 2023. The event took place on 12th May 2023 with the theme "Digital Skills for Transformative Business." The event brought together young women entrepreneurs, government officials, civil society organizations (CSOs), international non-governmental organizations (INGOs), development partners, as well as celebrities and influencers working in the digital ecosystem. The Guest of Honor for this year's event was Selestine Gervas Kakele Deputy Secretary General for the Ministry of Communication and Information Technology. The event helped to promote new solutions, ideas, and a collective voice on issues related to the use of innovation and technology in transforming traditional businesses into digital enterprises.

*“I am happy with this opportunity because it has played a crucial role in promoting my businesses which is difficult for a young entrepreneur like me to get such a platform. Surely, helped me with a stage to showcase my products, gain exposure, and connect with potential customers and supporters”-Idda Breastfeeding*





# CONTENT OF THE EVENT



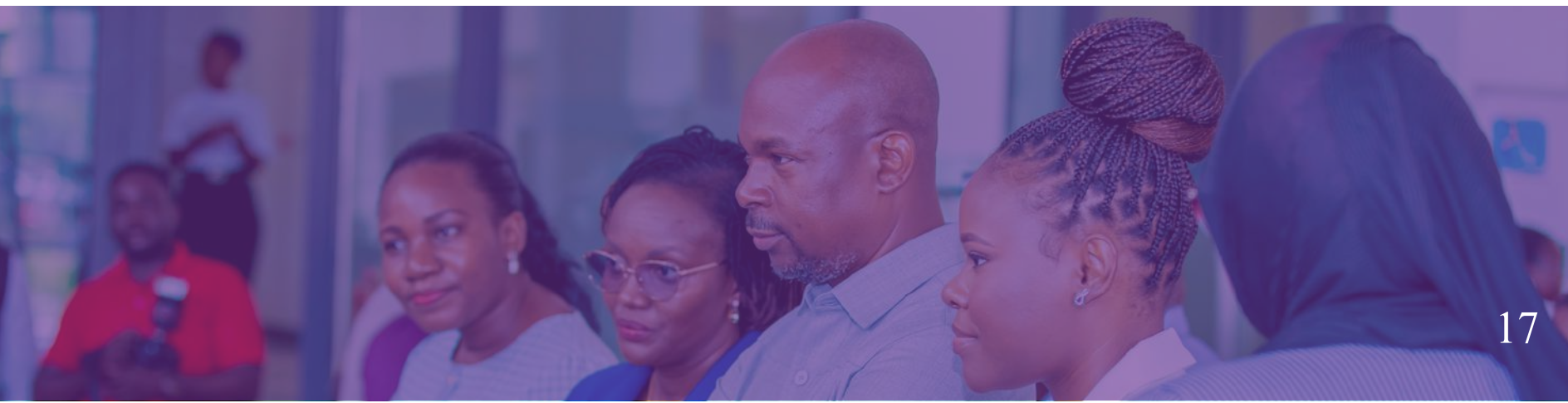
The Guest of Honor for the Panda Event 2023 was Hon. Selestine Gervas Kakele, Deputy Secretary General for the Ministry of Communication and Information Technology. He graced the 2023 Panda Event as the Guest of Honor. His speech displayed light on the importance of digital education, the participation of young people and women in National Information and Technology policies, and the need for a society where every woman and girl can use the internet for peace and freedom.

He also addressed the ongoing review process of 2016 ICT policy. He acknowledged the opinion given by Her Initiative, which focuses on the participation of young people and women in these policies. Mr. Kakele assured the audience that their concerns and suggestions would be taken into account, demonstrating a commitment to inclusivity and recognizing the importance of diverse perspectives in shaping effective ICT policies. His statement reflects a willingness to involve young people and women, ensuring their voices are heard and respected in decision-making processes.

*This year we have a review process of IT policies for the year 2016. Her Initiative has given an opinion on the participation of young people and women, we assure them that we will involve them"-*  
Selestine Gervas Kakele



In his statement, Mr. Kakele emphasized the involvement of boys in the programs so as to ensure that in uplifting a girl child a boy should not be left behind. He also highlighted that digital education is not a luxury but a necessity in the current economy. By emphasizing the significance of digital education, Mr. Kakele highlights the need for equitable access to knowledge and opportunities for all individuals, regardless of gender.





### ***Exhibition***

The event gave an opportunity to young women entrepreneurs from the Dar es Salaam region to display their products, demonstrating the progress they had made through the DigiMali interventions. Some of the entrepreneurs and Innovators who participated were Amina-Collections, Idda Breastfeeding, Tai Plus, Bukika Books, Chim-Dozen, HC Sanitary Pads, Bossy Nails and GB Outfit.

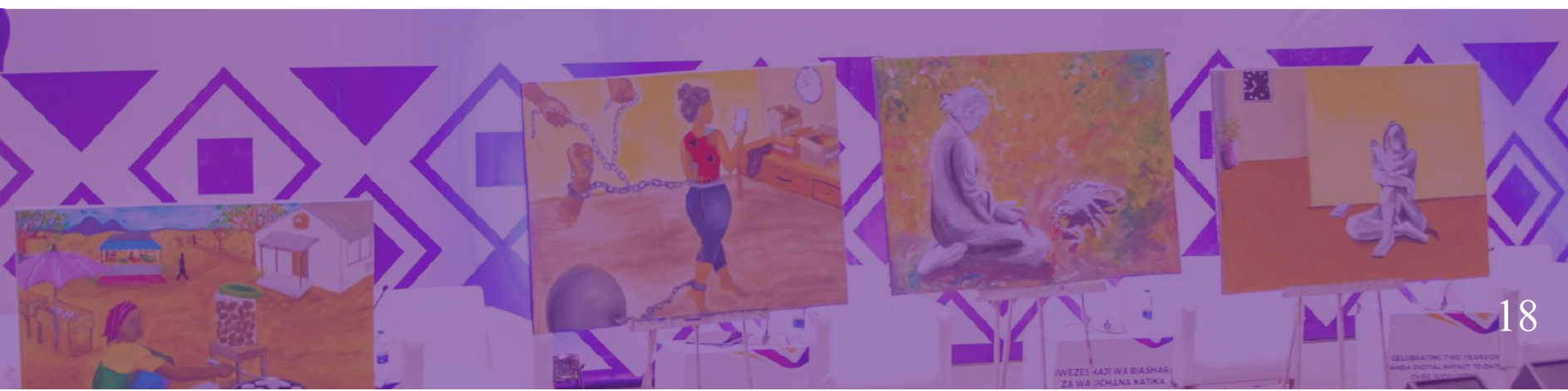


### ***Arts***

The event used the play “*My Shadow versus Digital Light*” to challenge young women's involvement in the digital economy by exposing the struggles that young women go through on accessibility and affordability when accessing digital spaces through The Ten Forty-Seven Art Collection presented by the artist Ms. Sekela Yona the CEO of Rangi Rangi showcased how gender norms, cyberbullying and environmental constraints affect women's involvement in the digital economy



*“At its best, digitalization promotes inclusion and participation by assisting to reduce time burdens, improve informed livelihood choices, increase access to services, increase representation in decision-making, and connect and inform in responsible and accountable ways. By Sekela Yona~Artist*





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### *Drama*

The PANDA 2023 event used the play “My Shadow versus Digital Light” to challenge young women's involvement in the digital economy by exposing the struggles that young women go through on accessibility and affordability when accessing digital spaces. The play used fictional characters of Mama Tee and Baba Tee (Married Couple) to narrate a tale of a young woman (Mama Tee) in Tanzania who is curious and dreams about making changes through digital exploration.

The play highlighted the difficulties that many African young women experience in finding employment and running both traditional and digital businesses. Also, the play narrated on how young women entrepreneurs face Sextortion cases during the process of selling their products. The play used the Swahili Word “mzigo” [Product’s Parcel] to express on how the customers commit sextortion by using the word ‘Nataka Mzigo’ to ask for sex from women entrepreneurs. The play helped to display the challenges of women entrepreneurs from their homes to the market areas and emphasized the participants to take action in reducing these kinds of violence (GBV) to the young women entrepreneurs.

Also the play helped to raise awareness of basic digital education, skills, and opportunities for young women who attended the event and emphasize on coming up with digital solutions that are rural-urban inclusive, affordable, and accommodative such as Panda Digital.





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### ***Panel discussion***

The panel discussion provided valuable insights and perspectives on the intersection of technology, entrepreneurship, and women's empowerment. Also, they explored actionable steps that can be taken by youth, leaders, and stakeholders to drive a technological revolution in promoting digital skills, awareness, and opportunities for young people, particularly young women

*“Let's try to keep up with the speed of technological change because if we look at it now, there are jobs that have completely changed and where we are heading there are others that will change and disappear completely. Let's learn and adapt to this Speed and use the networks for our benefit”~ Jumanne Mtambalike*



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### ***Awards to DigiMali Beneficiaries***

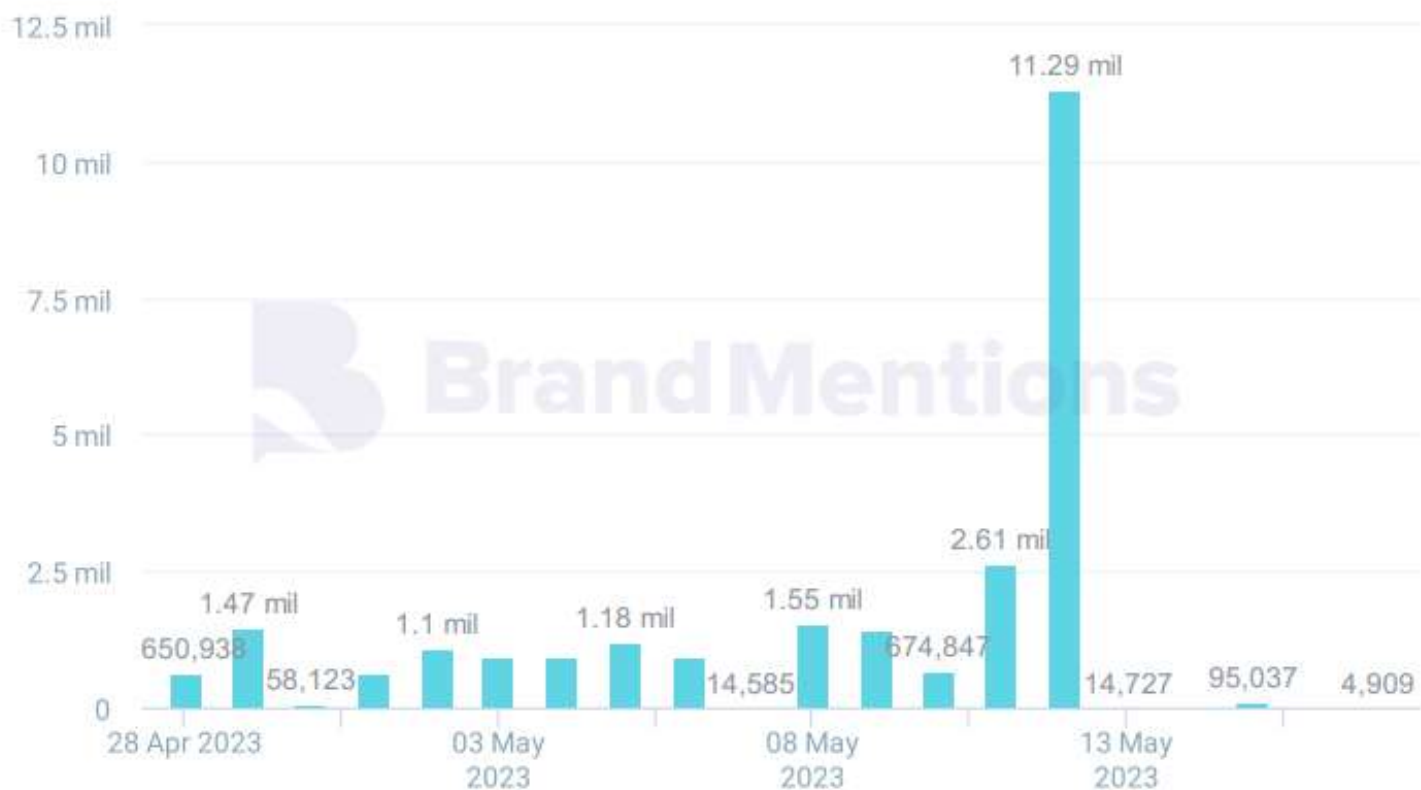
The event honored and recognized the achievements of Phase 1 and 2 DigiMali Project beneficiaries. Awards were presented to individuals who had shown remarkable progress in their digital entrepreneurial journeys. The awardees included: TOT- VENA CAKES, for strengthening the skills of young women entrepreneurs through ToTs, transforming traditional MSMEs into digital businesses. Creativity- Mwamini Nickodemas, for producing exceptional content for branding, customer engagement, and marketing. Socio-economic, Idda Breastfeeding, for addressing socio-economic issues in their communities. Growth- Benzynails, for their dedication to growing and scaling their digital business.

# PANDA EVENT ONLINE REACH

The social media campaign for the Panda Event has demonstrated remarkable success, extending the event's impact far beyond its physical attendees. Through strategic promotion and active engagement with content, the event's hashtags and handles reached a wide audience, resulting in increased brand visibility and awareness among young women entrepreneurs and the broader online community. Over the course of the 60-day campaign, the event achieved an impressive reach of 11 million individuals and made more than 25 million impressions, solidifying its substantial online presence.

An analysis of the distribution of gender and age among the participants revealed distinct variations, underscoring the effectiveness of targeted outreach strategies and the impact of carefully selected hashtags. Among the participants, 57.02% were women, 24.7% were male, and 18% were categorized as unknown. This breakdown highlights the campaign's success in attracting a diverse audience and engaging individuals across different demographics. Examining the reach and impressions generated by the 20 shared content pieces further emphasizes the campaign's impact, with the event reaching an astounding 11 million individuals. This extensive reach allows for an in-depth examination of the contrasting impact on men and women, as well as the distribution across various age groups, providing valuable insights into the campaign's effectiveness in reaching its diverse target audience.

Additionally, the campaign generated an impressive total of 6,900 interactions across various social media platforms. These interactions included 5.6k likes, 70 comments, 1.1k shares, 12 saves, and 147 retweets, highlighting the depth of engagement and the resonance of the campaign's message. These remarkable figures demonstrate the campaign's ability to captivate and engage the online audience, fostering meaningful interactions and amplifying the reach of the event.





**Strategic Objective 2: To promote women’s economic empowerment at the national level within the context of SRHR and GBV.**

**Advocating the Amendment for the Law of Marriage Act, 1971**

Engagement Total: 90	Female 79.1% and Male 20.9%
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In this quarter, Her Initiative conducted community mobilization and advocacy on Sexual and Reproductive Health Rights (SRHR) and Gender Based Violence (GBV) through Advocating to end Child Marriage. Though Women coalition joined the campaign “Ni Zamu ya Wabunge” which addressed the issue of child marriage by supporting led by Msichana Initiative Organization. As a Child marriage occurs when a person gets married before reaching the age of 18. This is a significant problem in many countries worldwide, and it particularly affects girls. Her Initiative as one among coalition organization joined the campaign to raise awareness and educate the public, especially parliamentarians, about the consequences of child marriage.

It emphasizes the importance of passing and implementing laws that protect children from child marriage. The campaign calls on parliamentarians to help create an environment where children can grow and reach their full potential without being hindered by child marriages. This campaign involves awareness and educational campaigns, policy discussions, and building political pressure to ensure that child marriage issues are prioritized on the political agenda.

By involving parliamentarians, the “*Ni Zamu ya Wabunge*” campaign aims to ensure that the issue of child marriage is addressed within legal and policy frameworks. Parliamentarians can help change existing laws, increase the importance of education and awareness about the harms of child marriage, and help create a better environment for children. This campaign has brought positive changes in society by raising awareness on the movement of eliminating child marriages and protecting children from the physical, psychological, and social harms associated with child marriages. Support and take concrete actions to prevent child marriages and protect children's rights.





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**Strategic Objective 3: Build a sustainable, resilient, and competent organization that supports our efforts towards realizing Her Initiative’s vision, mission, and strategic goals.**

**Ensured our compliance responsibility by conducting Organization Capacity Assessment (OCA)**

In this quarter, Her Initiative conducted an organization capacity assessment led by an external consultant. The purpose of this activity was to evaluate our performance and identify strengths, weaknesses, and opportunities for enhancement across various areas. These areas included Identity and agency, Structure and function, Strategy and programs, Community and external relations, Monitoring, evaluation, reporting, and learning, Human resources, Resource mobilization (financial and other), Financial management, and Governance, leadership, and management. The assessment used the year 2020 as a benchmark to gauge our progress. This comprehensive assessment provided us with insights into the organization's accomplishments, areas requiring improvement, and gaps that need to be addressed.

**Partnership Engagement with Ford Foundation**

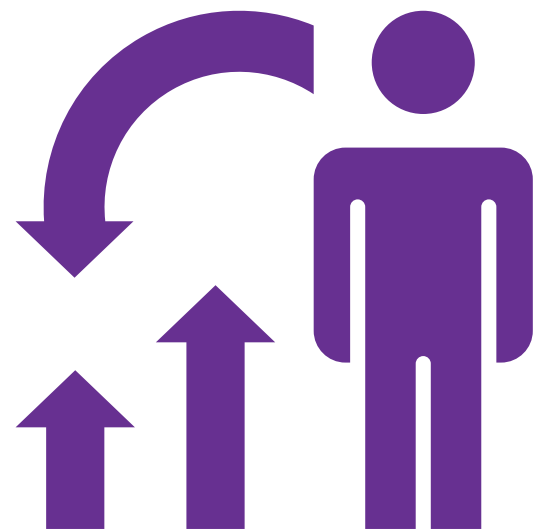
In this quarter, the organization had a chance to engage the Young Feminist Fund under the Ford Foundation in a solidarity visit aiming to bring together young feminist activists, scholars, organizers, and philanthropic and community leaders from across Africa to explore new ways of supporting feminist movements and fostering young feminist solidarities across the continent. The 5-day convening involved a learning visit with 3 feminist young women’s rights organizations to better understand the work we do and the context in which we operate to tailor resourcing approaches. The Her Initiative team met the Ford Foundation team and their convening guests at Johari Rotana Hotel on 26th April 2023 at where we were able to share our work by way of storytelling and dance to creatively engage the convening guests



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**Supporting our team’s growth through Capacity-building Training on Fundraising**

In this quarter her initiative supported our team’s growth by engaging in a fundraising coaching program through the n on profit builder organized by Segal Family Foundation (SFF) for grantee partners on donor research for resource mobilization. The coach took the team through donor mapping leveraging on the donor profiles of SFF grantee partners and organizational partners’ network. At the end of the session, the coach provided us with an exercise to identify partners whom we foresee working with in the future and prepare a short pitch that will be advanced to the SFF partners’ office for their recommendation.



**Consistently track, record, and communicate the impact of our work to our partners and beneficiaries, we have conducted DigiMali Project Final Evaluation.**

The DigiMali Project made substantial progress in addressing the digital divide and empowering underserved communities. Its achievements underscore the transformative potential of digital literacy. At the end of the second cohort of the DigiMali project, Her Initiative conducted the final evaluation with the aim of mapping the changes caused by the DigiMali intervention.

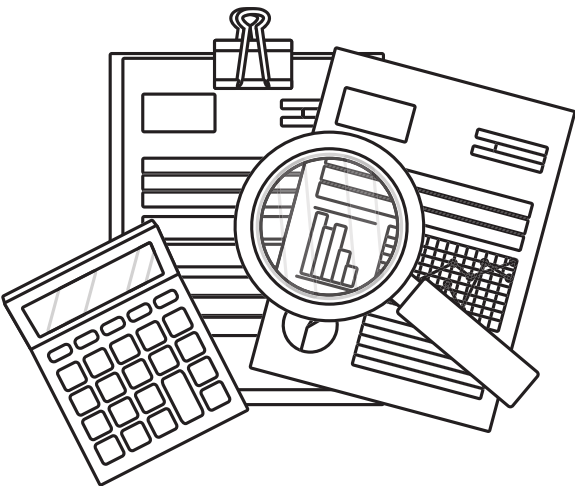
The final evaluation of the DigiMali Project utilized a combination of qualitative and quantitative research methodologies. The evaluation involved primary data collection from a sample size of 32 Female 26(81.3%) and Male 6(18.8%) respondents, consisting of both males and females engaged in various entrepreneurial activities. The geographical locations were taken into consideration during the recruitment process to ensure a diverse representation. The distribution of respondents according to their entrepreneurial activities includes;

Accessories Retail Business 2(6.3%), Agribusiness 1(3.1%), Beauty and Hair Braiding 2(6.3%), Breastfeeding and Nutrition Services 1(3.1%), Butchery Business 1(3.1%), Catering And Baking Services 2(6.3%), Decoration and Artworks 2(6.3%), Events Planning and Management 2(6.3%), Food Processing 4 (12.5%), Mobile Transactions and Cosmetics 1(3.1%), Online Broker 1(3.1%), Pharmacy Services 1(3.1%), Selling Clothes 8 (25.0%), Tailoring Services 1(3.1%), Technology and Innovation 1(3.1%), Tourism 1(3.1%), Virtual Assistance 1 (3.1%).

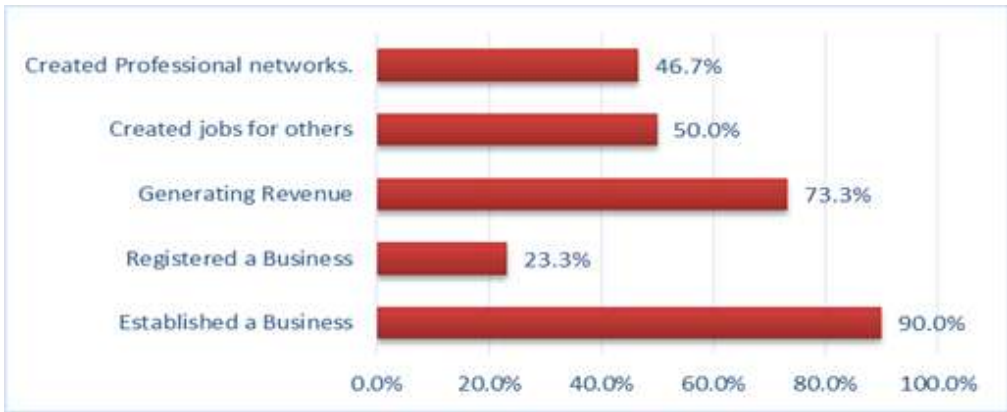
The following table describes the present distribution of respondents who are involved in this evaluation.

Results and findings

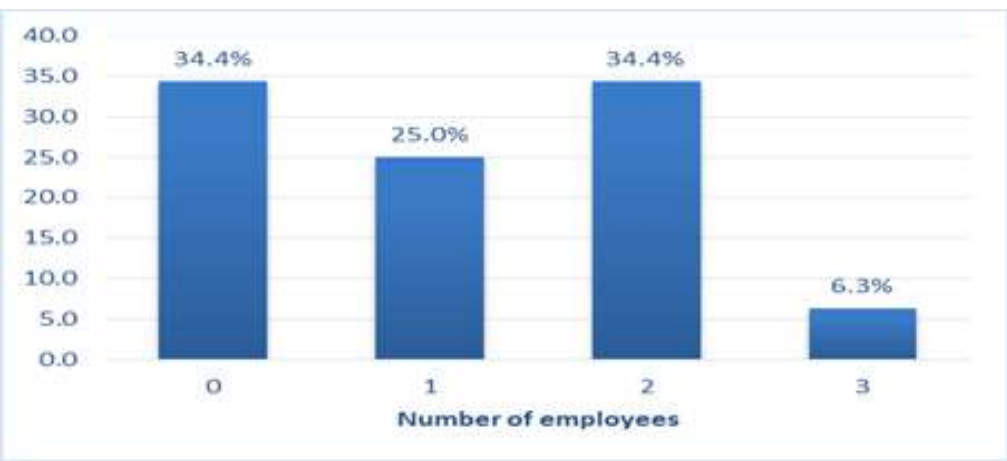
By employing a mixed-methods approach and considering various aspects of data collection, the final evaluation of the DigiMali Project aimed to provide a comprehensive assessment of the project's outcomes and gather valuable feedback from the participants as the following;



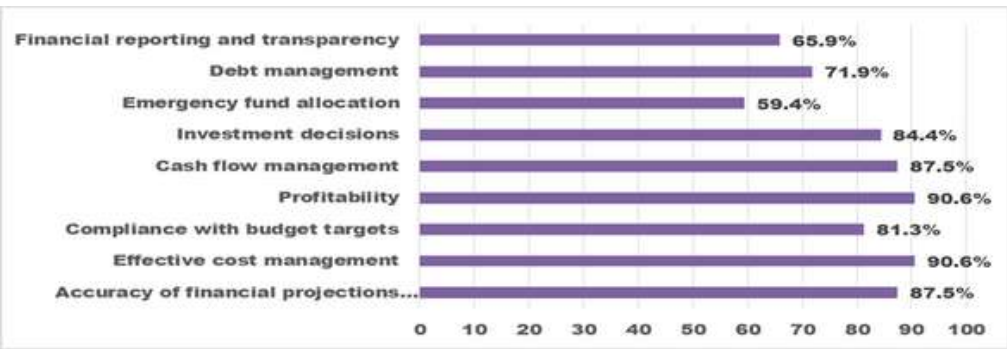
Aspects of job creation



Jobs created per Business



Aspects of Improvement in Personal and financial budgeting

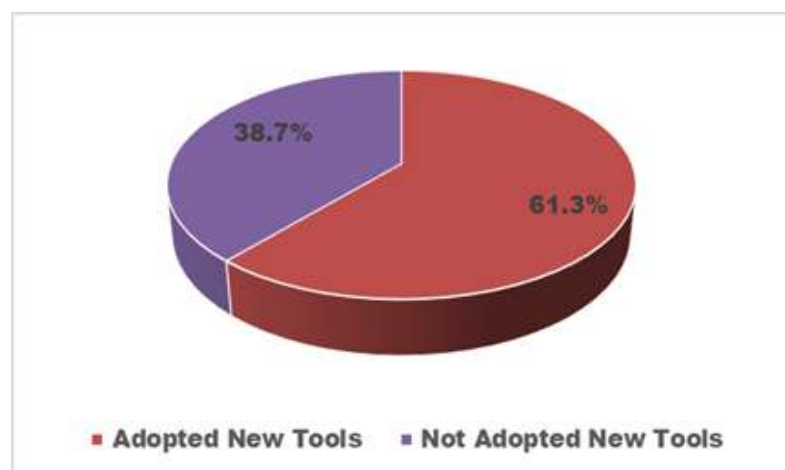




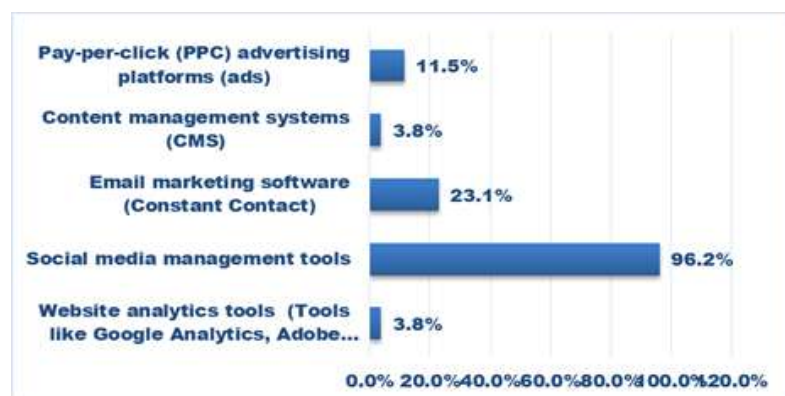
## Aspects of digital business operations



Beneficiaries adopted new tools in Marketing and financial management



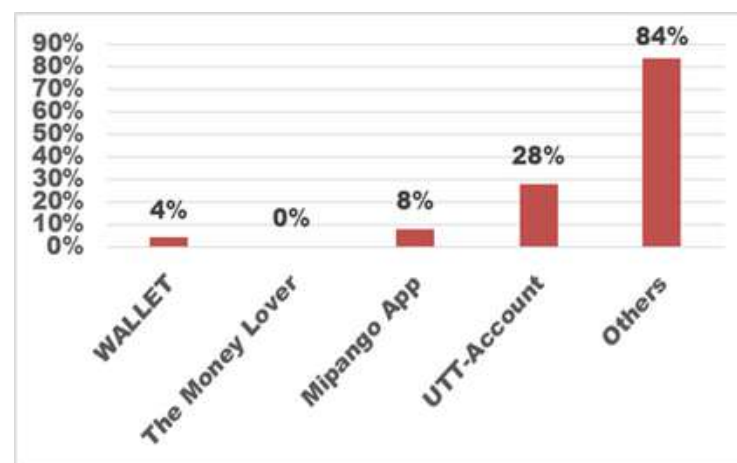
## Digital marketing tool



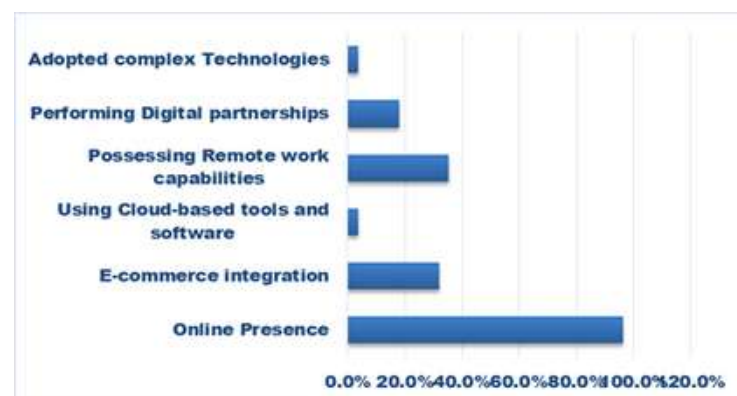
## Aspects of customer and customer relations



## Tools for Financial Management



## Aspects of improvement in Digital business operation





# QUARTERLY PROGRESS SUMMARY OF OUR ACHIEVEMENTS

ACTIVITY	Target	Reach	Percentage of Achievement
Enabling access and adaptation of business concepts to youth in Tanzania through Panda Website and Panda SMS	375	95	25.3%
Development and launching of panda digital- panda chart section	1	1	100%
Youths' businesses have adopted best practices/skills through DigiMali trainings	46	47	102.2%
DigiMali mentorship activities	46	47	102.2%
DigiMali's TOT	1200	1112	92.7%
Increased women's productive capacity and access to markets through digital market training	None	88	100%
Promoted women's access to economic opportunities through commemorations panda event 2023	300	251	83.7%
Conducted community mobilization and advocacy on sexual and reproductive health rights (SRHR) and gender based violence (GBV) through advocating to end child marriage.	None	90	100%
Ensured our compliance responsibility by conducting organization capacity assessment (OCA)	None	1	100%
Supported our team's growth through capacity-building training on fundraising	1	1	100%
consistently track, record, and communicate the impact of our work to our partners and beneficiaries, we have conducted DigiMali project final evaluation	1	1	100%
Partners through panda event	14	10	71.4%



# CHALLENGES, LEARNING, AND RECOMMENDATIONS

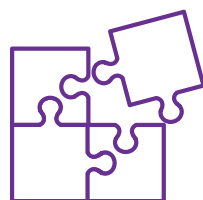
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## Challenges

- The project time frame does not support the increased incorporation of more physical activities and interactive sessions into the training program to enhance engagement and active participation among the trainees particularly in mentorship.
- Implementing projects like Panda Digital and sustaining services for the Panda Chart section during the pilot phase has been challenging due to limited funding. This financial constraint is affecting the smooth execution and continuation of these initiatives.
- The development of the Panda Chat feature for the Panda Digital website has encountered technical difficulties. As a result, the Panda Digital website experienced periods of inactivity, possibly due to challenges faced by the developers responsible for its maintenance.

## Recommendation for improvement

- The project's timeframe should be increased from 6 to 12 months in order to increase the incorporation of more physical activities and interactive sessions into the training program to enhance engagement and active participation among the trainees particularly in mentorship. Also, it will enable the project team to work on the feedback to improve the effectiveness of the beneficiary's digital practices.



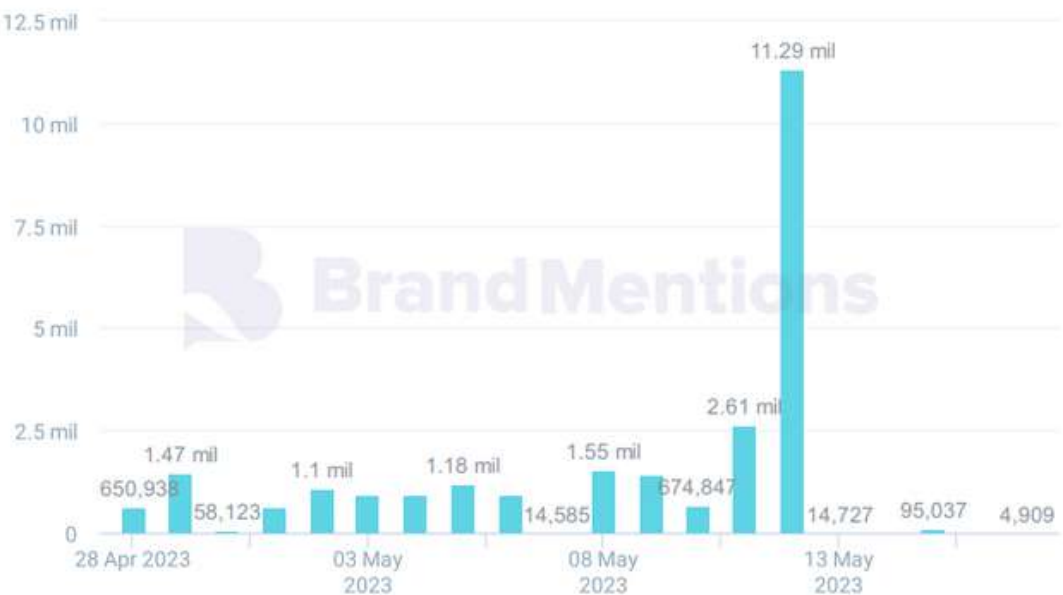
## Learnings

- We observed that many young women entrepreneurs are hesitant to use digital tools for financial management. Instead, they rely on traditional methods. This indicates a need for further support and training to encourage the effective use of digital tools in financial management.
- The findings revealed that a significant percentage (81%) of the participants have been unable to access any financial support for their businesses. This raises concerns about the entrepreneurial development of the entrepreneurs. The Her Initiative team should focus on addressing this issue and exploring avenues for providing financial support to these entrepreneurs.

# PANDA EVENT GALLERY AND ONLINE REACH



*Panda Event Reached about 12 Million youth online in a period of one month*





# MEDIA WALL

## MEDIA COVERAGE

Panda event 2023 received coverage from five TV stations, ten blogs, and two newspaper



Blogs



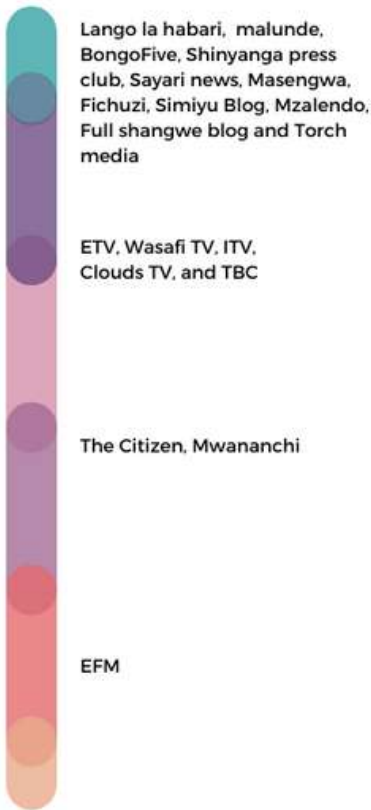
TV Stations



Newspapers



Radio station



## MWANANCHI

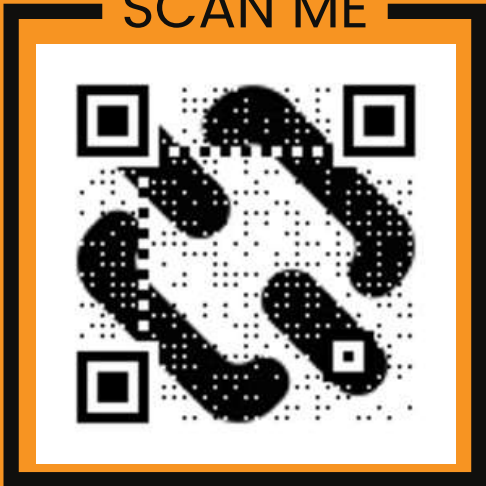
Kitaifa Kimataifa Biashara Makala

Mkakati kuwawezesha wanawake, wasichana kidigitali waja

(Jumaa, Mei 12, 2023)



SCAN ME





# OUR PARTNERS IN THIS QUARTER

## QUARTERLY FUNDERS

- The Kingdom of the Netherlands Embassy
- Segal Family Foundation
- Women First International Fund



Kingdom of the Netherlands



## PANDA EVENT 2023 PARTNERS

### Implementing Partner

- Dar es Salaam University Marketing Association (DUMA).



## Main Event Sponsors

- NCBA
- UN WOMEN
- Women Fund Tanzania Trust
- The Kingdom of the Netherlands Embassy
- EFM- MEDIA
- REVOLTEK
- SERENGETI BYTES



Kingdom of the Netherlands



SERENGETI BYTES

## Other Contributing Partners

- Vicky Albert-Crystal Events
- Sekela Yona- Rangi Rangi by Sekela
- Amanda Moses- Ammiesweettreats



# ATTENDED EXTERNAL EVENTS FOR NETWORKING AND PARTNERSHIPS

ORGANIZERS	OUR POSITION	AGENDA
TENMET	Invitee	The Girls Caucus meeting workshop aimed at analyzing 2023/24 budget speeches from MoEST, TAMISEMI, Ministry of Community Development, and Ministry of Legal Affairs to assess the re-entry agenda, MoEST’s drafts on ETP 2014(2023 edition) and curriculum reviews.
JamiiForums	Invitee	Reviewing policies and laws governing the use of digital spaces in Tanzania.
The Tanzania Coalition against Child Labor and Independent Television (ITV).	Invitee	The preparation for the commemoration of the World Day against Child Labor, which was scheduled for June 12, 2023.
YUNA-Tanzania	Panelist	The National Youth Symposium on Sexual Reproductive Health, Gender Based Violence and Mental Health.
TGNP	Coalition members	Advocacy & Lobbying Meeting with the Tanzania Women Parliamentarians Group (TWPG), MP Gender Champions
Ford Foundation	Invitee	8th East Africa Philanthropy Conference carrying the theme System Transformation: Catalyzing Collective Action
UNDP	Invitee	Launch of the Second Call for Funding Applications
TENMET	Coalition member	Day of the African Child 2023 Webinar: The Rights of the Child in the Digital Environment







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