

# QUARTER ONE REPORT

**2023**

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# MESSAGE FROM THE EXECUTIVE DIRECTOR



I am pleased to present our organization's quarter report, which highlights the progress and achievements of the organization in upholding young women's economic rights and justice. We have continued to pursue women's economic empowerment that is inclusive with young women at the center of our activism. We continue to learn the intersectional needs of young women with the outlook of adapting best practices that empower them to disrupt sociocultural norms and discriminatory practices.

This quarter report highlights the effort the organization has put in the past three months, to empower youth with entrepreneurship and digital skills for income generation. Also, the dedication of resources to strengthen capacity of the team in different areas for organizational development. Lastly, the dedication exhibited by the team in enhancing collective action and agency to promote economic rights and social justice through networking and movement building.

We would like to extend our sincere gratitude to our funders and partners for their generous contribution to the work of our organization. Your support is directly contributing to the future of an inclusive society in which adolescent girls and young women have power to choose and create opportunities for themselves and others. We deeply appreciate your support and commitment to our cause.

As we move forward into the next quarter, we remain committed to promote financial resilience and digital inclusion amongst girls and young women and enable them to challenge oppressive and discriminatory practices. We are confident that with our talented team and continued focus on delivering value to our community, we will achieve even greater success in the coming months.



Lydia Charles Moyo



# ABOUT HER INITIATIVE

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 and enable them to challenge oppressive and discriminatory practices.



# WHERE WE WORK

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



# THEORY OF CHANGE

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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.

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- 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 UPDATES





## **TO PURSUE WOMEN'S ECONOMIC EMPOWERMENT AGENDA THAT IS INCLUSIVE THROUGH GREATER AGENCY, EQUAL OPPORTUNITIES, ACCESS, AND CONTROL OF RESOURCES.**

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### **Assisting Young Women Entrepreneurs in Utilizing Digital Spaces for Their Business Management and Growth.**

Her Initiative under the support of The Embassy of the Kingdom of the Netherlands continues to leverage digital technology in facilitating the scaling of youth-owned MSMEs by enhancing the adaptation of digital business operations that promote the growth of market potential and management of businesses and finances. During this reporting period, 54 young entrepreneurs (74% -young women and 26%-male) from Dar Es Salaam, Manyara, Ruvuma, Mbeya, Morogoro, Lindi, Singida, Mwanza, Dodoma, Mjini Magharibi, Iringa, Pwani, Shinyanga and Arusha in Tanzania were recruited and participated in an online training on financial literacy skills, business cyber security systems, and online marketing skills with the aim of enhancing young entrepreneurs skills and capacity to grow a larger customer base and reap other digital business-related opportunities which ultimately increased the scale of their business.

### **Mentorship Program to Enhance the Adaptation of Digital Business Operations**

In this quarter through the DigiMali project, Her Initiative conducted virtual and physical coaching and mentorship programs to young women entrepreneurs that enabled them to acquire knowledge about the digital market, skills and practical use of available tools in business operations which was driven by the rapidly growing business digitalization in business fields with huge potential for young women. The mentorship programs involved one on one sessions between girls and mentors both physical and virtual that allowed productive conversations, assessments of the businesses and provided young women entrepreneurs with digital business development tools and resources to accomplish their goals.

In addition, the program created an enabling environment for young women entrepreneurs to seek digital solutions for most of the challenges that constrain their business growth. At the end of each mentorship session, mentees were provided with online resources to be used to address identified business challenges. Some of the resources include but are not limited to Panda Digital for digital and business skills acquisition; Mipango App for budgeting and overall financial planning; Google My Business for Google listing of their businesses; Canva for graphics design and WhatsApp Business for customer relations management.

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## Supported the Development and Establishment of New Smart Businesses and Enhanced Jobs Creation

Her Initiative accelerated the support to young women entrepreneurs with entrepreneurship skills and enabled them to start new businesses for income generation and job creation which ultimately contributes to their financial independence.

A Set of business financing and VSLA training was provided to 54 beneficiaries to increase knowledge and tools to clearly understand customers, internal strengths, competitive environment, and a vision of how to evolve and compete in the future. The training covered a description of products and services, a competitive analysis, a marketing plan, a management plan, and a financial plan. The training helped to expand the effort to develop a comprehensive business plan, as a powerful tool for attracting customers for young entrepreneurs.

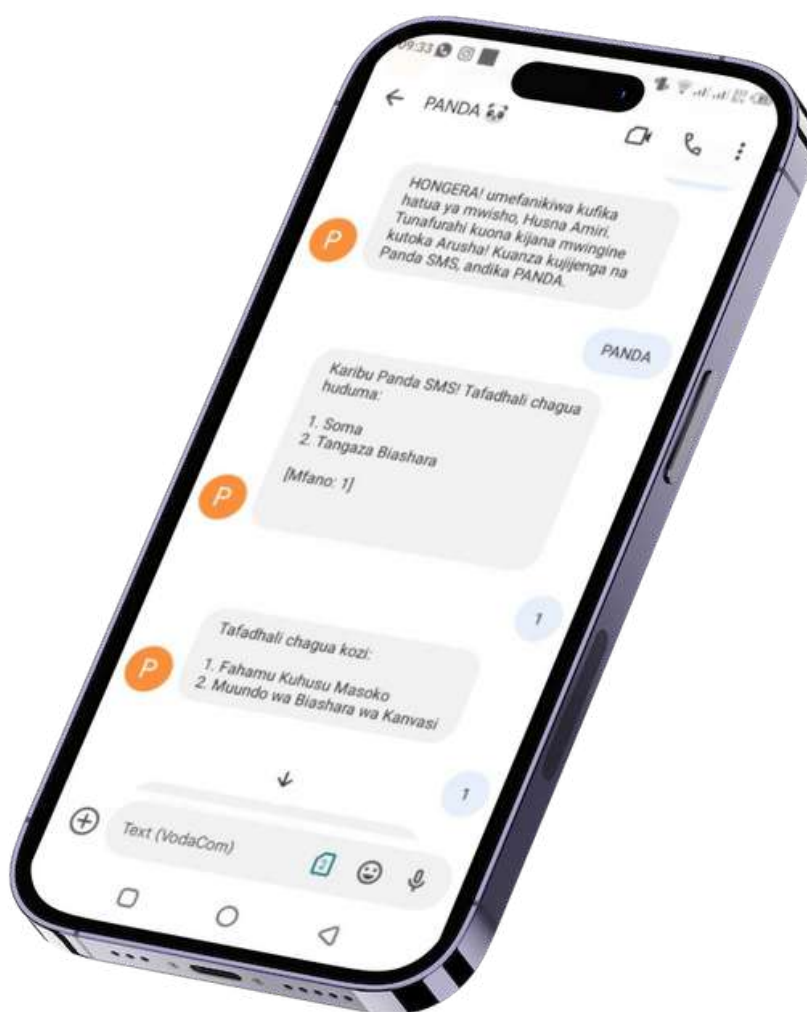




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## Enabling Access and Adaptation of Business Concepts to Youth in Tanzania by the Use of Panda Digital.

A total of 826 (610 Panda Website, 216 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 ([pandadigital.co.tz](http://pandadigital.co.tz)) and without access to the internet can use the SMS Model (0767680463)



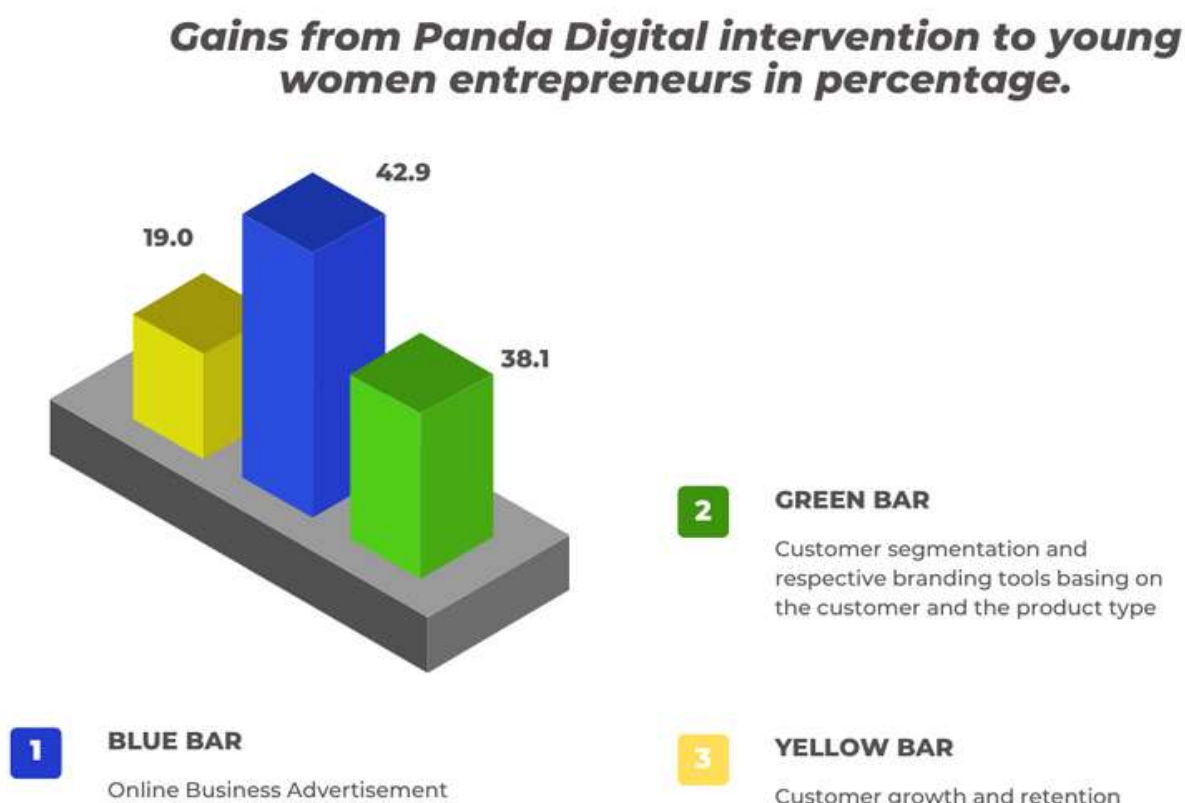
## THE OUTCOMES OF PANDA DIGITAL TO THE BENEFICIARIES

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### Enhanced Development of Digital marketing skills for SMEs and young women entrepreneurs.

Most of the Panda Digital beneficiaries were initially less informed, and others were completely unaware of business digitization, that is, online marketing, strategies, and marketing tools as a whole. However, the youth entrepreneurs that managed to enroll in the Panda Digital Course of Digital Marketing were able to grasp numerous skills in marketing and branding tools specifically to increase their sales and the prosperity of their profit margins from their business activities via online platforms.

The most valuable skills acquired by the beneficiaries for their business operation include knowledge and awareness of the availability and use of online branding tools for their commodities and services, marketing strategies in their diversity of product, price, promotion, place, packaging, positioning, and people or customers by employing digital techniques as well as advertisement methodologies.

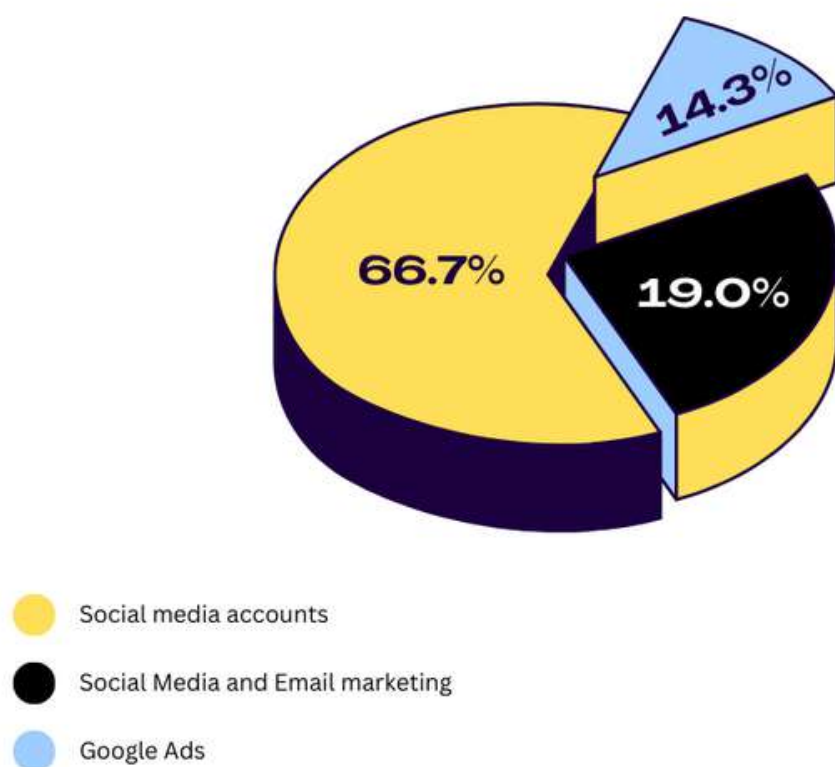


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## Increased Utilization of social media accounts amongst entrepreneurs for business advertisement and promotion.

Young women with businesses have improved their ability to use social media accounts such as LinkedIn, Twitter, Facebook, Instagram, and WhatsApp to effectively promote their businesses; others have begun using email marketing and Google (Google Ads) to reach more customers, ultimately sustaining business and financial resilience. In a digital economy, the use of online platforms seems to have a significant contribution to entrepreneurs' business undertakings, particularly in advertising and customer searching for commodities and services offered by entrepreneurs.

**Young women entrepreneurs in use of various branding and promotion tools for their business, in percentage.**



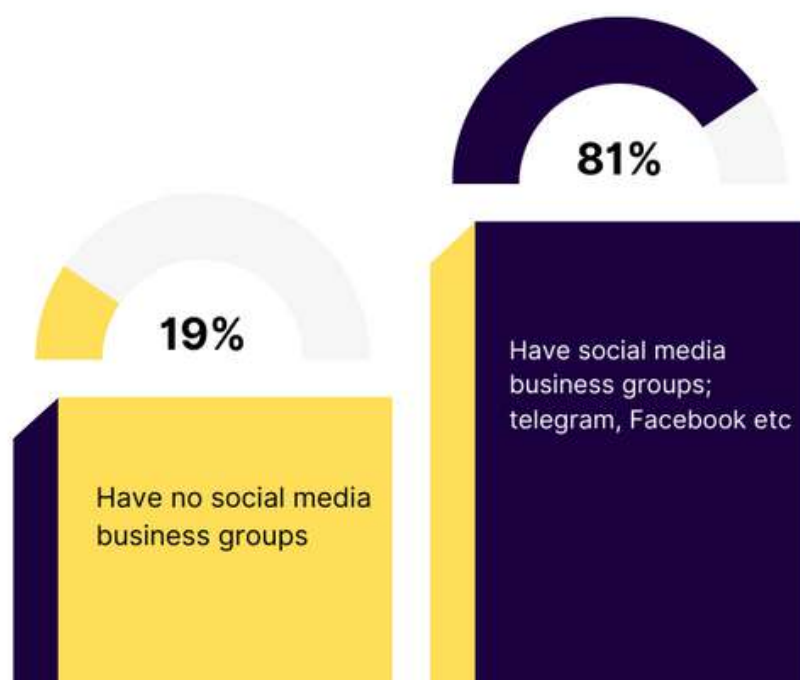


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## Improved Social media Utilities for business development

The fact that, as far as social economic opportunities are concerned, young women in business should broaden their business scope in order to acquire more skills and knowledge. This has accelerated the rate at which young entrepreneurs join and create numerous business groups; for every 20 entrepreneurs in the Panda Digital Movement, at least 16 have either Instagram, Telegram, WhatsApp, Facebook, LinkedIn, or any other group for sharing and accessing socioeconomic opportunities, including advertising their commodities and services.

### Percentage of young women entrepreneurs with business groups in social media.



## BMC enhanced the business development of Panda Digital beneficiaries.

The feedback from the young women entrepreneurs using Panda Digital as the learning platform and enrolling in the BMC course has clearly demonstrated the significance of the model for presenting, segmenting, and understanding their customers and markets, as well as analyzing the gaps facing their business and service operations.

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**Foster collaborative partnerships with a diverse range of stakeholders to organize and execute impactful commemorative events with a specific focus on promoting awareness and facilitating engagement among young women entrepreneurs in accessing and effectively utilizing digital platforms to promote and expand their markets.**

### **Panda Digital Exhibitions**

Her Initiative actively participated in the commemoration of The International Women's Day themed "the Role of Innovators in Promoting Gender Equality" in Tanzania, showcasing Panda Digital among 12 innovations promoting gender equality. The event emphasized on the Need to prioritize technology and innovation in promoting Gender Equality because many of these constraints are the core influence of GBV'. Her Initiative also participated as a panelist in the plenary discussion prepared under the main theme of "Innovation and technology for gender equality" during the Women in Technology Conference that brought together targeted stakeholders and different groups of young women working in developing, using and promoting the use of technology in Tanzania., highlighting the effective use of digital technology, particularly Panda Digital, for financial empowerment and freedom of young women.

Additionally, Her Initiative collaborated with Women Fund Trust Tanzania to celebrate their 15th anniversary, engaging attendees with activities focused on promoting Panda Digital's impact. Furthermore, as panelists in the CSW Forum organized by Women First International Fund, Her Initiative addressed the barriers to digital inclusion for young women in Sub-Saharan countries and urged collective action for a digitally inclusive society. Through these initiatives, Her Initiative continues to advance gender equality through innovation and technology in Tanzania.

## TO BUILD A SUSTAINABLE, RESILIENT, AND COMPETENT ORGANIZATION THAT SUPPORTS OUR EFFORTS TOWARD REALIZING HER INITIATIVE'S VISION, MISSION, AND STRATEGIC GOALS.

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### Continuous Capacity Development to Rejuvenate and Grow Her Initiative's Team Effectiveness and Efficiency

Her Initiative recently organized an internal staff capacity-building workshop, led by skilled internal and external personnel, with the aim of enhancing the team's performance and capabilities in carrying out their tasks. As an organization experiencing rapid growth, Her Initiative recognizes the need for staff members who can keep pace with this expansion.

The workshop covered various areas, including financial management, project outcome mapping, Human-Centered Design (HCD), and strategic communication within the organization. Additionally, we participated in learning activities organized by the Segal Family Foundation, focusing on strengthening our capacity in safeguarding practices. The Partnership and Resource Mobilization department, responsible for safeguarding, engaged in three sessions covering risk identification, management, and analysis, as well as engaging in refresher Q&A sessions. Following the workshop, we anticipate a significant improvement in the quality of our interventions, internal operations, and compliance with donors, the Tanzanian government, and other partners





## Board of Directors Meeting

During the first board meeting of 2023, the members convened to evaluate the organization's overall direction, strategy, and compliance with legal requirements. The meeting focused on strengthening the organization's accountability by assessing the performance of the previous year, approving the annual budget for 2023, and reviewing the annual work plan. This evaluation process is crucial as it provides an opportunity to review the company's performance, set specific, measurable, achievable, relevant, and time-bound (SMART) goals, and ensure that teams throughout the organization are equipped to achieve them, both programmatically and financially.



**To Consistently Track, Record, And Communicate the Impact of Our Work to Our Partners and Beneficiaries.**

### Documentation of Project Outcomes

Her Initiative places great importance on consistently tracking, recording, and communicating the outcomes of our projects to our partners and beneficiaries to ensure transparency and demonstrate the impact of our work. Through our partnership with WFT and the Panda Movement, we contribute to bridging both the Gender Digital Divide and the Rural-Urban Digital Divide. Our offline learning and networking model, powered by Artificial Intelligence and accessible through USSD code-enabled SMS, provides valuable resources and facilitates connections. Additionally, we continuously strengthen our online movement, enabling young women to access skills, knowledge, resources, and opportunities to accelerate their business growth and achieve financial freedom. We have documented several success stories from our interventions, which highlight the positive impact we have made in empowering young women entrepreneurs and addressing challenges such as sextortion.

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1. *The knowledge I have gained from being a leader against sexual corruption in the Panda Movement program, I have been able to use my Instagram page to host a live program to explain the meaning and method of reporting sexual corruption issues, in this program it reached more than 90 people who follow my page then. As well as this understanding, I have used the TBC2 TV program called "Binti Bora" to educate the community, especially girls, to get rid of sexual corruption. I was able to host Zoom, although when the session was in progress, a problem occurred and I could not continue. So I, as a man, am happy to be involved in this campaign as a beacon against sexual corruption"*-**Abdallah: A sextortion Champion**

2. *"Before I knew sexual corruption only happened at work and at school; that's why at first I couldn't relate sexual corruption to entrepreneurship issues. I, as a champion, saw that people are not ready to report this issue, except through fear and not knowing the specific part of reporting, except by using ONGEA HUB, I have seen that this is possible and I have participated in reporting, and through twitter I always have a post against sexual corruption for entrepreneurs. Why do you see sexual corruption can be eradicated if people continue to report these incidents, especially in places that are safe like" ONGEA HUB".*  
**Vivian; An entrepreneur and a sextortion champion.**



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## Launching of Panda Digital Documentary and Unfreezing Digital marketing success story book Volume II

Her Initiative launched the first documentary of the Panda Digital platform as it is expected to celebrate its two years anniversary this year. The documentary has highlighted success stories and impact that Panda Digital has achieved in bridging the gender digital divide in Tanzania. It showcases how Panda Digital has commitments in making learning and education available to everyone, both in rural and urban areas, and to make education as accessible as possible, which is why the courses are provided completely free, in Swahili, and available to access on the web from any device, such as a computer, tablet, smartphone, or feature phone, through an AI-powered SMS system.

In this quarter we have also launched the second edition of our series of success stories dubbed Unfreezing The Digital Economy. The magazine bears success stories of youth entrepreneurs and female champions of sextortion campaigns. It shows how young women entrepreneurs have made positive steps after accessing courses and opportunities in the Panda Digital platform and on the other side how young women have become champions after using their voices to air out challenges that are influenced by sextortion acts.





## QUARTERLY PROGRESS.

### SUMMARY OF OUR ACHIEVEMENTS

Achievement	Reach
Young women Accessed skills, knowledge, resources, and opportunities to accelerate business growth and achieve financial freedom as New Users reached through the existing through Panda Digital Online (Website)	610
Young women imparted knowledge and skill on digital marketing and business model canvas in contributing to bridging the Gender Digital Divide and the Rural-Urban Digital Divide through an offline model of learning and networking via an Artificial Intelligence-powered SMS system using USSD code.(PANDA SMS)	216
Adolescent girls and young women are supported with the practical skill to enable their development and establishment of new smart businesses and enhanced jobs creation	54
Attended Exhibition in the commemoration of World Women's to showcase digital solutions and products (Panda Digital) used by the organization to promote gender equality in Tanzania	1
Young people facilitated the adaptation of digital business operations including digital marketing targeting enhancing the market value of youth MSME owners	51

## QUARTERLY PROGRESS.

### SUMMARY OF OUR ACHIEVEMENTS

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Achievement	Reach
Media houses visited to promote the role of Panda Digital in facilitating Gender equality in the Women's Day media coverage with the theme of "DigitALL".	4
Beneficiaries of our project were reached in the documentation of the outcomes of our interventions through the Panda Digital Movement.	51
Board Meeting conducted	1
Staff Capacity building sessions conducted	4

# CHALLENGES ENCOUNTERED.



During the first quarter of project implementation, we encountered several significant challenges that impacted our progress. These challenges include:

- **Gender Bias:** It was observed that women in business and digital marketing face gender bias, which limits their career opportunities and affects their confidence. This starts at home at the family level to even a community level.
- **Lack of Mentorship Opportunities:** Women often lack access to mentorship opportunities, which are crucial for career development and business success.
- **Difficulty Accessing Career Advancement Opportunities:** Women often face difficulty accessing career advancement opportunities due to a lack of exposure, networks, and support. This includes access to coaching, training, support, and resources that they need.
- **Limited financial capacity in assessing and tracking our impacts on beneficiaries consistently,** retards our efforts to keep in touch with more beneficiaries particularly, those in remote areas.
- **Inconsistency of some of the beneficiaries in program adherence is likely to create a significant difference in the program's impacts on the beneficiaries.** Particularly the virtually implemented projects due to the fact that some of the young women are limited to accessing the internet due to internet charges and the rural-urban divide.

## Wayforward



- Her Initiative is dedicated to empowering women and bridging the gender divide in Tanzania. Our organization is committed to addressing the identified challenges faced by young women in the country. However, we are currently facing a funding challenge that is hindering our ability to effectively tackle these issues.
- To overcome this obstacle, we are actively working towards building partnerships, developing compelling proposals, and identifying potential funding sources. We firmly believe that by securing the necessary financial resources, we can mitigate the barriers that young women in Tanzania encounter and create lasting change.
- Through our initiatives, we aim to provide women with access to mentorship opportunities, career advancement programs, and resources essential for their professional growth. We strive to raise awareness about gender bias and its detrimental impact on women's career prospects, while fostering an inclusive environment that supports their development.
- In order to achieve these objectives, we are actively seeking partnerships with organizations that share our vision and values. By joining forces with like-minded entities, we can leverage our collective strengths and resources to maximize our impact.



- Furthermore, we are dedicated to crafting compelling funding proposals that clearly articulate the significance of our work, the specific challenges we aim to address, and the expected outcomes. We are proactively engaging with potential funders, showcasing the innovative approaches and unique aspects of our initiatives.
- We recognize that financial support is vital to sustaining and expanding our programs in the long run. By securing funding, we can improve our monitoring and evaluation efforts, ensure the continuity of our projects, and refine our strategies based on data-driven insights.

### **Key Learnings/Lessons Learned in this Quarter.**

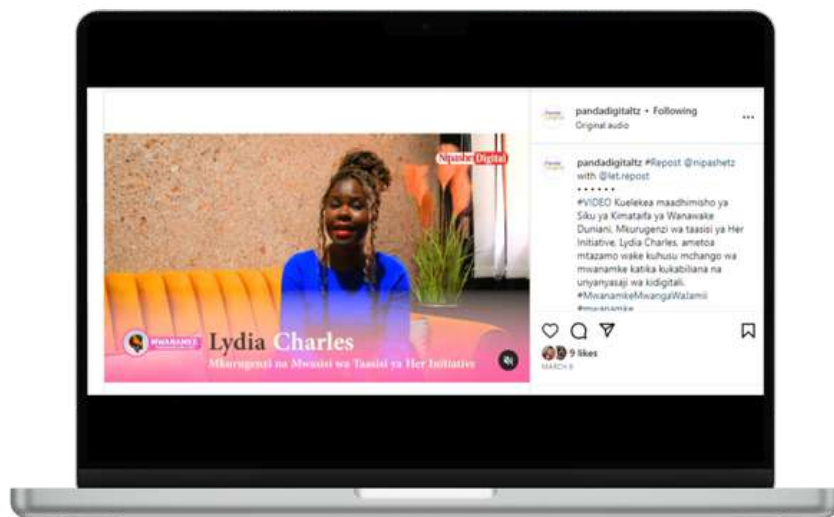


- Project outcome mapping is very essential in the entire project cycle for evaluating the efforts made in implementing the projects in terms of finance, human, time resources, and the progress, and outcomes of the projects.
- Fostering Stakeholder engagement in our programs and projects is the key to developing vivid solutions to the underlying challenges among AGYW and gaining familiarity with the scope of the challenges.
- Alternative sources for income-generating activities to Her Initiative must be created to secure organization operation during difficult periods and uncertainties from donors to increase efficiency for hiring experienced and respective team in an organizational context.
- For product or service-based projects, it is crucial to include various stakeholders including beneficiaries in testing the service, or product before full implementation of the project.
- Project donors and other stakeholders should be informed about the ongoing projects frequently, and whenever a problem is identified, it has to be immediately reported and its prior way out.

## Her Initiative in Media

Her Initiative's work has been reported by different Media in this quarter who were invited to cover some of our events. The involvement of these media as partners in the events has increased the organization's visibility to the general public, partners and stakeholders. Among the invited and reported Media are;

- EFM - <https://shorturl.at/bFGKY>
- EATV - <https://shorturl.at/gDMZ4>
- NIPASHE - <https://shorturl.at/JLSY1>



## Our Funders in this Quarter

- Women Fund Tanzania
- Women Trust Tanzania Fund
- Segal Family Foundation
- We are Purposeful
- The Embassy of the Kingdom of the Netherlands



REMAKING THE WORLD  
WITH AND FOR GIRLS



Kingdom of the Netherlands

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## OUR VISITORS IN THIS QUARTER

### PROSPERA

PROSPERA is a global network of bold, intersectional, diverse, and autonomous women's and feminist funds that nurture transformation by resourcing, supporting, and accompanying movements led by women, girls, trans, intersex, and non-binary people, and collectives. This quarter, PROSPERA visited our office for a partnership meeting to discuss how to leverage collective resource organizing and movement building to tap into regional and global opportunities.





## ATTENDED EXTERNAL EVENTS FOR NETWORKING AND PARTNERSHIPS

Organizers	Our Position	Core Agenda
Women First International	Speaker	The meeting CSW 67
WFT	Invitee	The 15 years anniversary of the WFT celebration
UN WOMEN		Panda Event
MHH	Coalition Members	Participated in the MHH Stakeholder Mapping by the MHH Coalition Administrator in the framework of the World Bank's project, "Examining the Market for Female Sanitary Pads in Rural Tanzania"
World Bank	Invitee	The event convened leaders of WROs, local and international public and private stakeholders to discuss the documented findings of the World Bank in advancing gender equality in business (as entrepreneurs and in job markets) and Law in Tanzania

## ATTENDED EXTERNAL EVENTS FOR NETWORKING AND PARTNERSHIPS

Organizers	Our Position	Core Agenda
TGNP	Invitee	3-day training by TGNP on transformative feminist gender analysis of national planning and budgeting guidelines. The training provided extensive insight on gender sensitive budgeting analysis, sectoral budget analysis particularly in health, education, water and community development and policy analysis.
Msichana Initiative	Invitee	Tanzania Ending Child Marriage Network. This is a biannual reflection meeting to solidify and ground a movement strategy to end child marriage.
Women in Tech	Panelist	The celebration of the 2023 International Women's Day theme and highlight of the Current Landscape of Women And Technology in Tanzania
Tangible Initiative for Local Development (TIFLD)	Committee	To commemorate Women's Day 2023 with the theme Innovation and Technology for Gender Equality

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