



ANNUAL REPORT

2023



her
Initiative

Knowledge and Awareness Makes a Great Woman

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Yes! To Financial Freedom



Financial resilience is key to achieving gender equality and unlocking the potential of young women and girls.



MESSAGE FROM THE EXECUTIVE DIRECTOR



Dear Her Initiative Community,

It is with immense pleasure that I present our Annual Report, a comprehensive reflection on the remarkable strides made throughout the past year. At Her Initiative, our unwavering commitment to empowering young women and reshaping their destinies serves as the driving force behind our collective efforts.

Over the course of the year, we successfully executed life skills training, entrepreneurship programs, and initiatives that granted access to education and financial resources. These endeavors not only transformed individual lives but also played a pivotal role in breaking the cycle of poverty that has hindered countless young women.

Our collaborations with esteemed partners such as NCBA, UN WOMEN, Women Fund Tanzania Trust, The Kingdom of the Netherlands Embassy, EFM-MEDIA, REVOLTEK, SERENGETI BYTES, and DUMA have been instrumental in the success of initiatives like the Panda Event. Their steadfast support has significantly contributed to our mission.

We extend our deepest gratitude to our funders, The Kingdom of the Netherlands Embassy, Segal Family Foundation, Women First International Fund, for their generous support. Their belief in our vision has been the cornerstone upon which we built our transformative work, breaking down barriers and paving the way for a society where every girl has the chance to thrive.

Quarterly achievements showcased our dedication to empowering young women with entrepreneurship and digital skills, fortifying organizational capacity, and promoting collective action for economic rights and social justice. We persist in adapting best practices, understanding intersectional needs, and challenging sociocultural norms.

A notable accomplishment this year was the launch of the third phase of the Panda Movement project, focused on creating a digitally inclusive environment for young female entrepreneurs. The Panda Digital platform gained traction, attracting over 1504 new users in 2023.

Looking ahead, our commitment remains unyielding. We will persist in promoting financial resilience and digital inclusion, challenging oppressive practices. With a talented team and a focus on community value, we are confident in achieving even greater success.

Thank you for being an integral part of the Her Initiative journey. Your dedication, support, and collaboration have been a beacon of hope. Together, we weave a fabric of change, vibrant, resilient, and threaded with hope, opportunity, and equality.

With appreciation and determination,

Lydia Charles Moyo
Executive Director, Her Initiative

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.

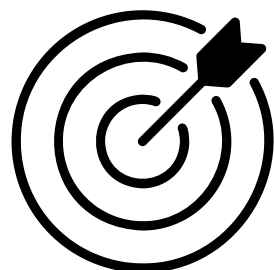
Her Initiative creates a 'new normal' for girls; a world in which girls are not held back from reaching their full potential, either by themselves, their families, their communities, or by their financial status. Her Initiative stands for a girl who has empowered herself enough to address her social and economic problems.

Most problems that affect young women and girls are in one way or another 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.



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

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.

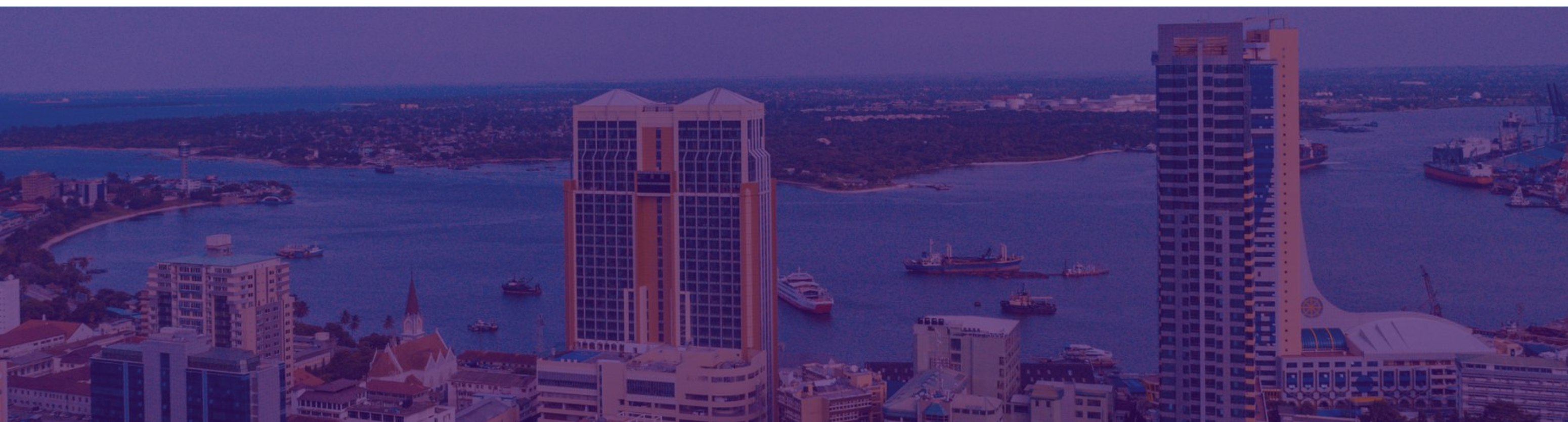
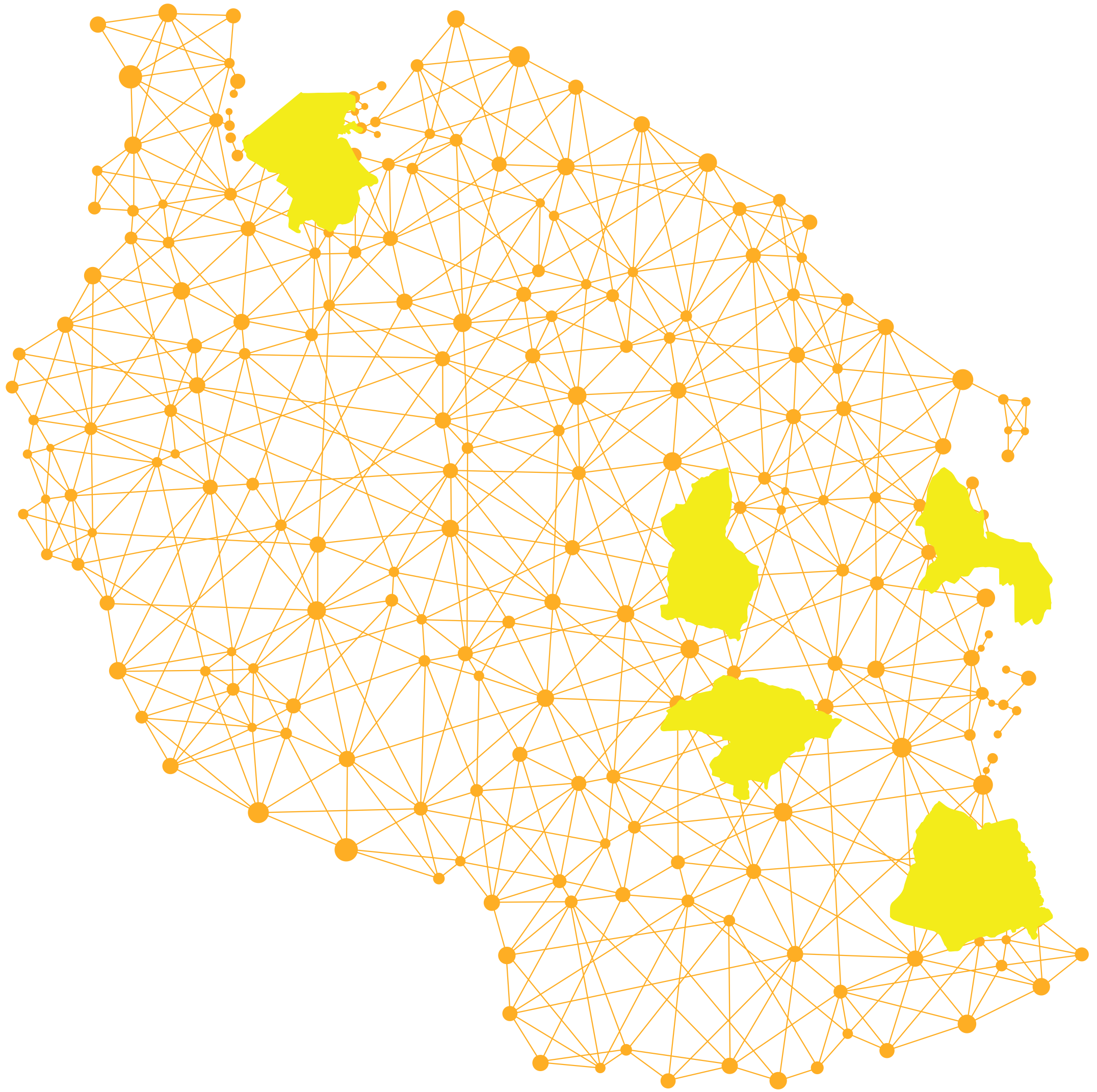


We envision an inclusive society where adolescent girls and young women have the power to choose and create opportunities for themselves and others



WHERE WE WORK

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



ANNUAL REACH	STRATEGIC OBJECTIVE 1: Women's Economic Empowerment Agenda. Total reach: 1930 Direct: 1930 Indirect: 8,000,000
	Strategic objective 2: SRHR and GBV. Total reach; 297 Female: 287 Male: – 13,000,000
	STRATEGIC OBJECTIVE 3: Build A Sustainable, Resilient, And Competent Organization. Network/Coalition: 8 Funding Partners: 10 Implementing partners: 4
	Social Media Engagement • Total – 21,000,000 • Female: – • Male: –
	Total Direct Reach in this Quarter: 2227 Total Indirect Reach in this Quarter: 21,000,000

1.0 ANNUAL ACHIEVEMENTS

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

1.1; To enhance the existing platforms by creating a digitally inclusive environment for young female entrepreneurs to explore information, skills, and resources related to their business operations.

In the past year, Her Initiative achieved a noteworthy milestone through the initiation of the third phase of the Panda Movement project.

This phase is characterized by a dual mission, commencing with the enhancement of the existing platform to establish a digitally inclusive environment tailored specifically for young female entrepreneurs. The all-encompassing hub aims to furnish vital information, skills, and resources essential for their business operations, empowering them with the tools needed to thrive in their respective industries.

The second objective of this phase is dedicated to fortifying the interconnectivity, agenda, and engagement of young female entrepreneurs, with a particular emphasis on tackling the pressing issue of sextortion cases.

Utilizing facilitated discussions, resource provisioning, and the nurturing of a supportive community, our aim is to empower these entrepreneurs with knowledge and strategies to adeptly respond to such cases. This initiative signifies a crucial stride toward establishing a business environment that is not only more secure but also conducive to the safety and well-being of women.

Designed to unfold over six months, this ambitious project comprised a series of pivotal activities aimed at empowering young women entrepreneurs. A critical component involved the launch of the Ongea Hub SMS platform, a significant addition poised to contribute significantly to the initiative's overall success. Additionally, a vital task in this phase was the mobilization of 1500 young women, actively involving them with the Panda Digital platform.

This mobilization effort was instrumental in ensuring that the platform's benefits and resources reached a diverse audience of aspiring entrepreneurs.

In 2023, we achieved a noteworthy milestone by successfully garnering 1504 sign-ups on the Panda Digital platforms, both through online and offline channels.

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

In the fiscal year 2023, Her Initiative achieved a significant milestone by facilitating access to and the adoption of business concepts among the youth in Tanzania through the effective utilization of Panda Digital. The engagement of a total of 1504 subscribers, with 588 originating from the Panda website and 916 through the Panda SMS model, signifies active participation in the Panda Digital platform. Furthermore, Her Initiative sustained its advocacy for the utilization of Panda Digital, acknowledged as Tanzania's pioneering hybrid e-learning platform. This platform seamlessly integrates offline and online learning, ensuring that young women entrepreneurs have continuous access to crucial information, skills, and resources. The resounding success of this initiative reinforces Her Initiative's commitment to fostering entrepreneurial development and knowledge dissemination among the youth in Tanzania.

Panda Digital emerges as a pioneering initiative strategically positioned at the nexus of business development and digital technology. The primary objective of Panda Digital is to act as a catalyst, leveraging digital technology to support the initiation, growth, and management of intelligent businesses within the continually expanding digital economy.

Notably, the initiative demonstrates a dedicated commitment to addressing critical societal challenges, specifically aiming to contribute to the reduction of both the Gender Digital Divide and the Rural-Urban Digital Divide. The significance of Panda Digital's achievements is underscored by its inclusive approach, which ensures accessibility for a diverse audience. Young women with internet access can seamlessly utilize the Panda Digital website (pandadigital.co.tz), while those without internet access can equally benefit from the SMS Model (0767680463). This dual-channel access exemplifies Panda Digital's commitment to inclusivity, making tangible strides towards fostering a more equitable and digitally connected business environment.

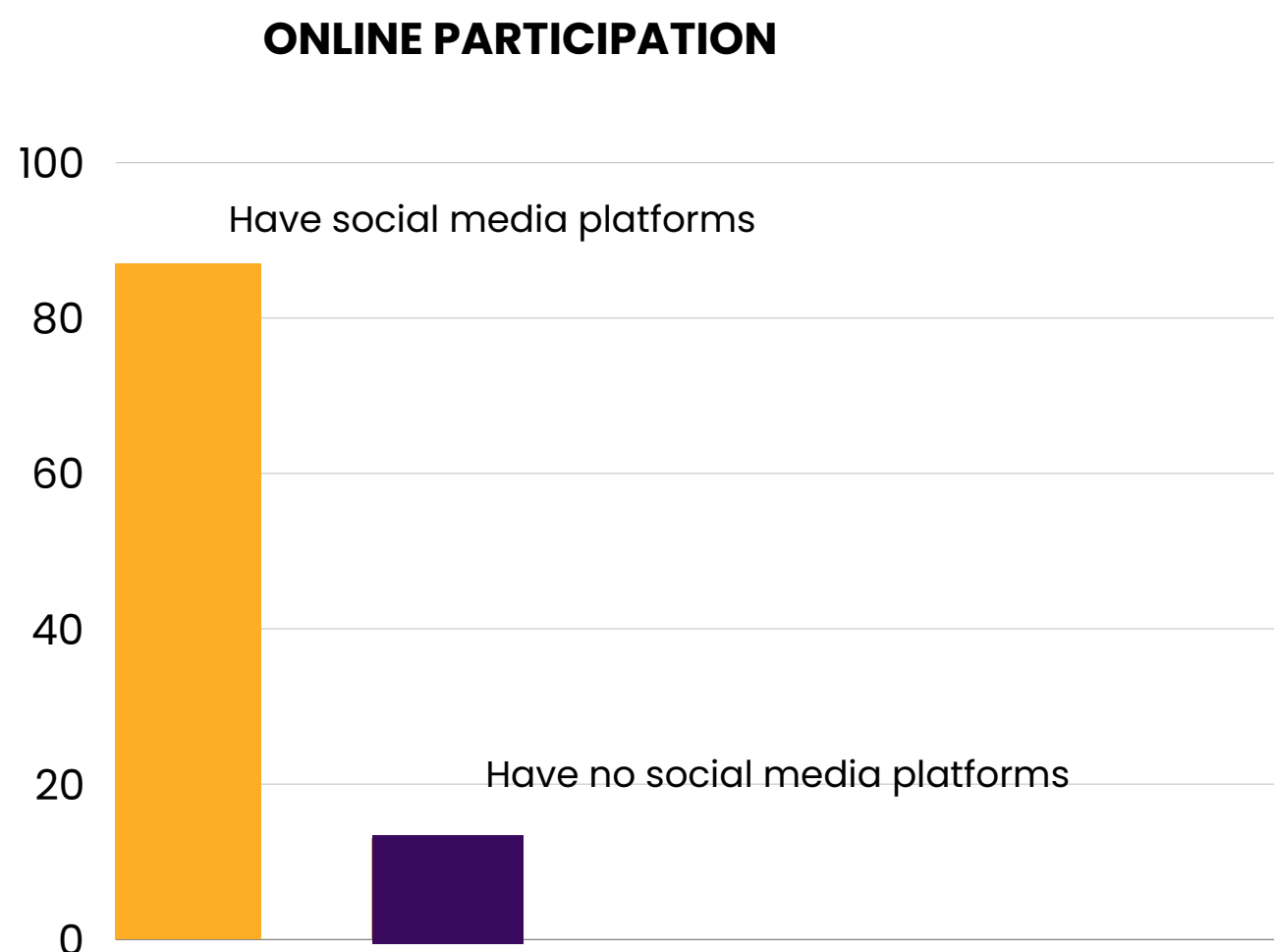


1.3; The Outcomes of Panda Digital to young women entrepreneurs

1.3.1; Improved Social media Utilities for business development

In 2023, Panda Digital has made a significant impact on young women entrepreneurs, notably reflected in the outcomes of our digital marketing course. The data reveals a substantial stride, with 87% of these entrepreneurs successfully initiating or enhancing their presence on various social media platforms. This achievement underscores the practical application of the skills acquired through Panda Digital, empowering them to adeptly navigate and leverage digital spaces for the growth of their businesses.

However, it is crucial to acknowledge the remaining 13% who have yet to establish a social media presence. This highlights potential areas for continued support and the need for tailored strategies to ensure a comprehensive and inclusive reach in the ever-evolving digital landscape. Recognizing the diverse needs of all participants is fundamental to Panda Digital's commitment to fostering the success of young women entrepreneurs in the dynamic digital sphere.



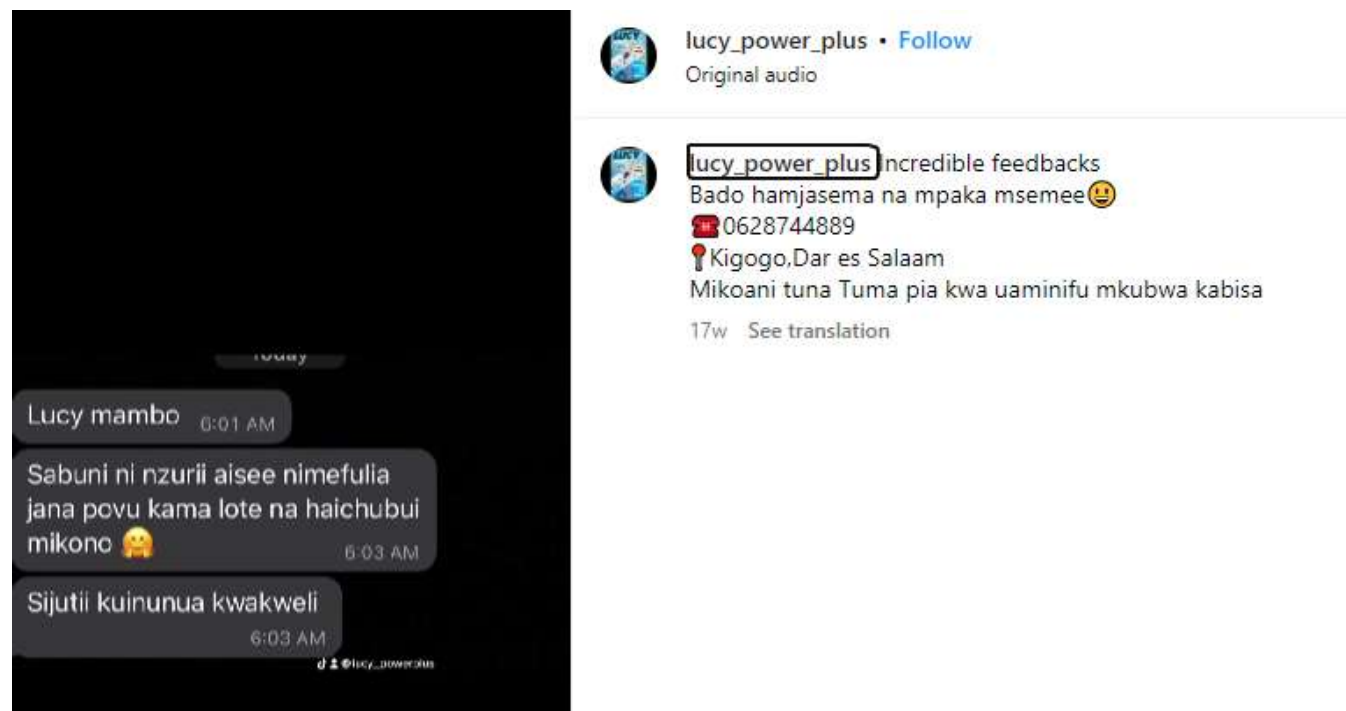
1.3.2; BMC enhanced the business development of Panda Digital beneficiaries.

The integration of the Business Model Canvas (BMC) into the business development curriculum of Panda Digital has proven to be a pivotal factor in empowering its beneficiaries. Valuable feedback from young women entrepreneurs actively engaged with Panda Digital as their primary learning platform and enrolled in the BMC course unequivocally underscores the model's significance in effectively presenting, segmenting, and comprehending customers and markets. The BMC also proves instrumental in systematically analyzing gaps faced by their businesses and service operations. Santina, an online business entrepreneur, serves as a compelling case study, sharing her experience and shedding light on the practical value of the BMC in enhancing strategic thinking and business planning for entrepreneurs within the Panda Digital community. This feedback attests to the efficacy of the BMC integration in the curriculum, solidifying Panda Digital's commitment to providing impactful and practical educational tools for the holistic development of young women entrepreneurs.

I am an online business woman specializing in diverse products. I take pride in being a beneficiary of the Panda Digital movement, I first encountered this platform through Her Initiative's Instagram page. Engaging in the Business Model Canvas course and receiving valuable information via SMS has been instrumental in empowering me to discern the optimal products for my customers.. This newfound insight has enabled me to strategically source new product items. Now, I can customize my sales to meet the unique needs of each customer, adapting to their individual situations. The impact of Panda Digital on my business strategy has been profound, demonstrating the platform's efficacy in providing valuable skills and insights that directly contribute to enhancing the operations of entrepreneurs like myself.

Lucy Ngata





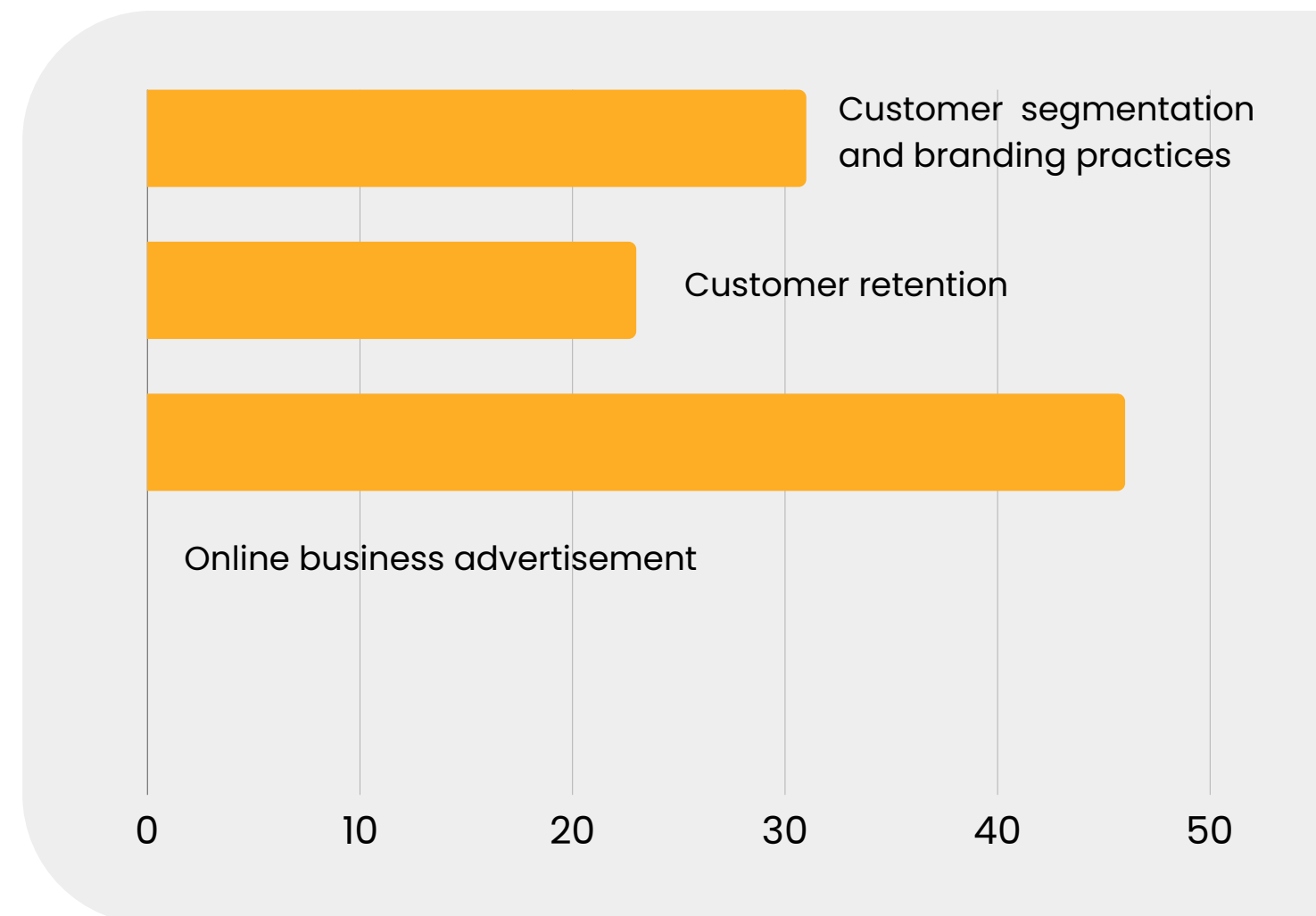
1.3.3; Enhanced Development of Digital marketing skills for SMEs and young women entrepreneurs.

The cultivation of digital marketing skills through the Panda Digital platform has wielded a considerable impact on SMEs and young women entrepreneurs, particularly in key areas such as customer segmentation, branding, customer retention, and online business advertisement. In the year 2023, a noteworthy 31% of Panda Digital beneficiaries exhibited improvement in customer segmentation and branding practices. Initially, a significant portion of these entrepreneurs possessed limited knowledge or were entirely unaware of online marketing strategies and tools. However, those who actively participated in the Panda Digital Course of Digital Marketing experienced a transformative journey, acquiring valuable skills that enabled them to understand their target audience better and proficiently brand their products or services. This success signifies the tangible and positive effects of the Panda Digital platform in equipping entrepreneurs with essential skills, ultimately contributing to the advancement of their businesses in the dynamic digital landscape.

Furthermore, within the pool of beneficiaries, a notable 23% demonstrated heightened proficiency in customer retention. The digital marketing course played a pivotal role in furnishing them with effective strategies to cultivate lasting relationships with their customers, fostering repeat business and building brand loyalty. This enhancement in customer retention skills is indicative of the practical and comprehensive nature of the training provided by Panda Digital, aligning with the platform's commitment to not only impart knowledge but also to empower entrepreneurs with the tools for sustained business success.

Additionally, an impressive 46% of the beneficiaries excelled in the realm of online business advertisement. The Panda Digital Course proved instrumental in imparting a diverse array of marketing strategies, encompassing product, price, promotion, place, packaging, positioning, and customer engagement. Armed with these skills, entrepreneurs adeptly employed digital techniques and innovative advertisement methodologies to enhance the visibility of their businesses on various online platforms. This significant achievement underscores the efficacy of Panda Digital in equipping entrepreneurs with a robust skill set, enabling them to navigate the complexities of the digital landscape and effectively promote their businesses.

This data highlights the transformative impact of the Panda Digital Course on the entrepreneurial landscape, illustrating that a significant portion of beneficiaries have successfully applied digital marketing skills to improve customer segmentation, branding, customer retention, and online business advertisement.

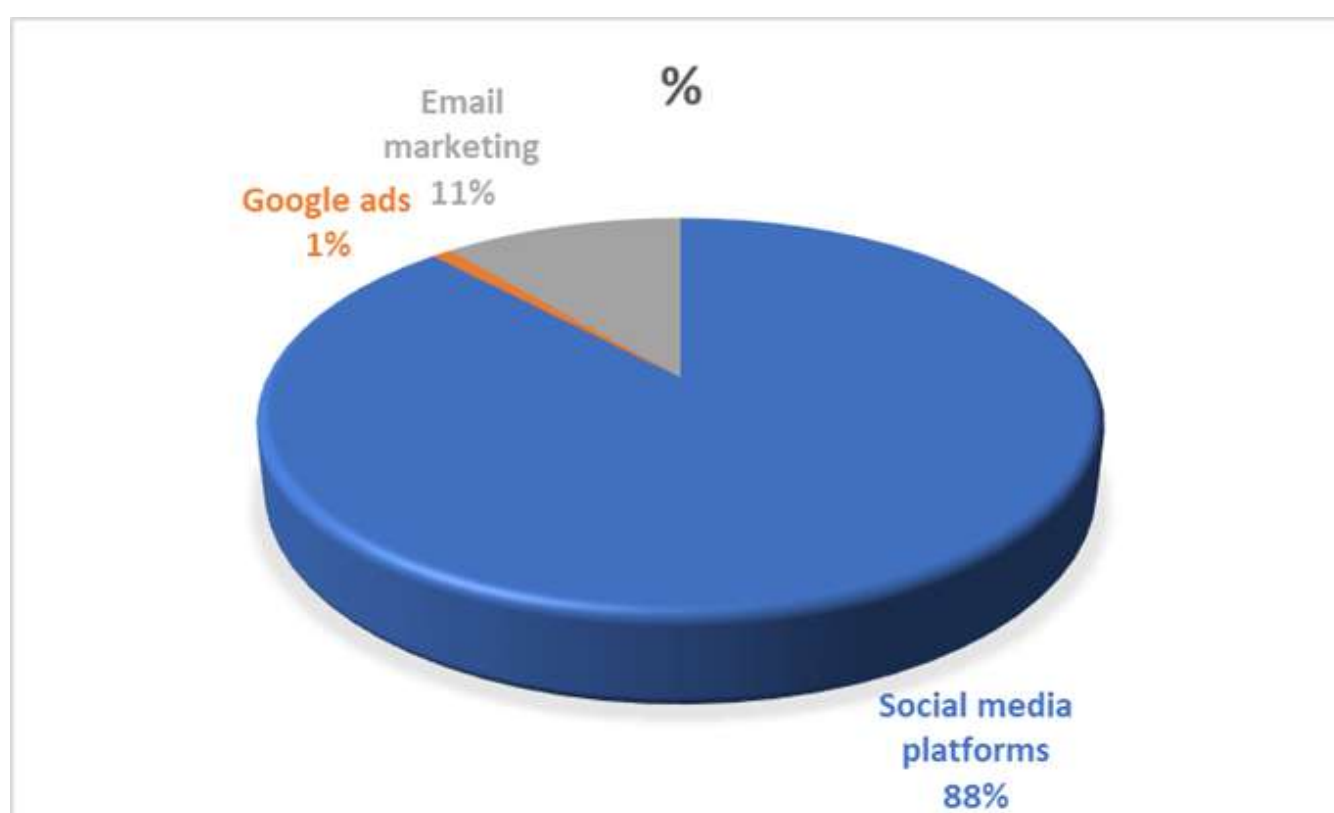


1.3.4; Increased Utilization of social media accounts amongst entrepreneurs for business advertisement and promotion.

In the year 2023, a notable surge has been observed in the utilization of social media accounts for business advertisement and promotion among young women entrepreneurs leveraging Panda Digital platforms. An impressive 88% of these entrepreneurs have demonstrated a remarkable enhancement in their ability to leverage platforms such as LinkedIn, Twitter, Facebook, Instagram, and WhatsApp.

This surge reflects a significant stride in their digital marketing capabilities, enabling them to effectively reach a broader audience and promote their businesses on diverse social media channels. The data underscores the positive influence of the Panda Digital initiatives in equipping young women entrepreneurs with practical skills, empowering them to navigate and excel in the dynamic landscape of social media marketing for business growth and visibility.

In addition to the surge in utilizing social media platforms, a notable 11.1% of young women entrepreneurs using Panda Digital platforms have embraced the power of email marketing. They recognize its efficacy in establishing and sustaining connections with their customer base, contributing to overall business and financial resilience. Moreover, a smaller yet growing proportion, accounting for 0.9% of entrepreneurs, is exploring the potential of Google Ads to increase visibility and attract potential customers. This data highlights a nuanced and evolving approach among entrepreneurs, demonstrating a recognition of the diverse tools available in the digital realm for advertising and customer discovery. It underscores the growing significance of online platforms in the digital economy, playing a pivotal role in enhancing the visibility of commodities and services offered by entrepreneurs, ultimately contributing to the resilience and growth of their businesses.



1.4; Assisting Young Women Entrepreneurs in Utilizing Digital Spaces for Their Business Management and Growth.

1.4.1; Business financing and Digital Marketing training sessions

In 2023, with the support of The Embassy of the Kingdom of the Netherlands, Her Initiative accomplished noteworthy milestones in aiding young women entrepreneurs to harness digital spaces for business management and growth. A total of 101 entrepreneurs, comprising 74% young women and 26% men, representing diverse regions in Tanzania, actively participated in a comprehensive online training program. This initiative was meticulously designed to augment their financial literacy skills, foster an understanding of business cybersecurity systems, and equip them with online marketing skills. The overarching goal was to empower these entrepreneurs to enhance their market potential, improve business management practices, and strengthen financial acumen. The collaboration between Her Initiative and The Embassy of the Kingdom of the Netherlands underscores a commitment to fostering economic empowerment and digital literacy among young entrepreneurs, contributing to the overall development of businesses in Tanzania.



1.4.2; Mentorship programs

Under the umbrella of the DigiMali project, Her Initiative executed impactful mentorship programs, embracing both virtual and physical formats to empower young women entrepreneurs with comprehensive knowledge of the digital market and practical tools for enhancing business operations. The mentorship sessions, which featured one-on-one interactions with experienced mentors, fostered productive conversations, facilitated business assessments, and provided valuable digital business development tools and resources. This initiative went beyond skill-building; it created an environment where mentees could actively seek and implement digital solutions for the myriad challenges hindering their business growth. The mentorship component of the DigiMali project stands as a testament to Her Initiative's commitment to not only imparting knowledge but also fostering a supportive ecosystem that catalyzes the growth and resilience of young women entrepreneurs in the digital landscape.

The mentorship program culminated in the provision of valuable online resources, enriching the toolkit available to young women entrepreneurs. These resources included Panda Digital for acquiring essential digital and business skills, the Mipango App for effective budgeting and financial planning, Google My Business for online business listing, Canva for graphics design, and WhatsApp Business for managing customer relations. By integrating these diverse platforms, the mentorship program extended beyond traditional guidance, ensuring that mentees had access to a comprehensive array of digital tools to enhance their business proficiency and operational efficiency. This strategic approach aligns with the overarching goal of the mentorship program to equip young women entrepreneurs with a versatile skill set and resources that are integral to their success in the dynamic digital business landscape.



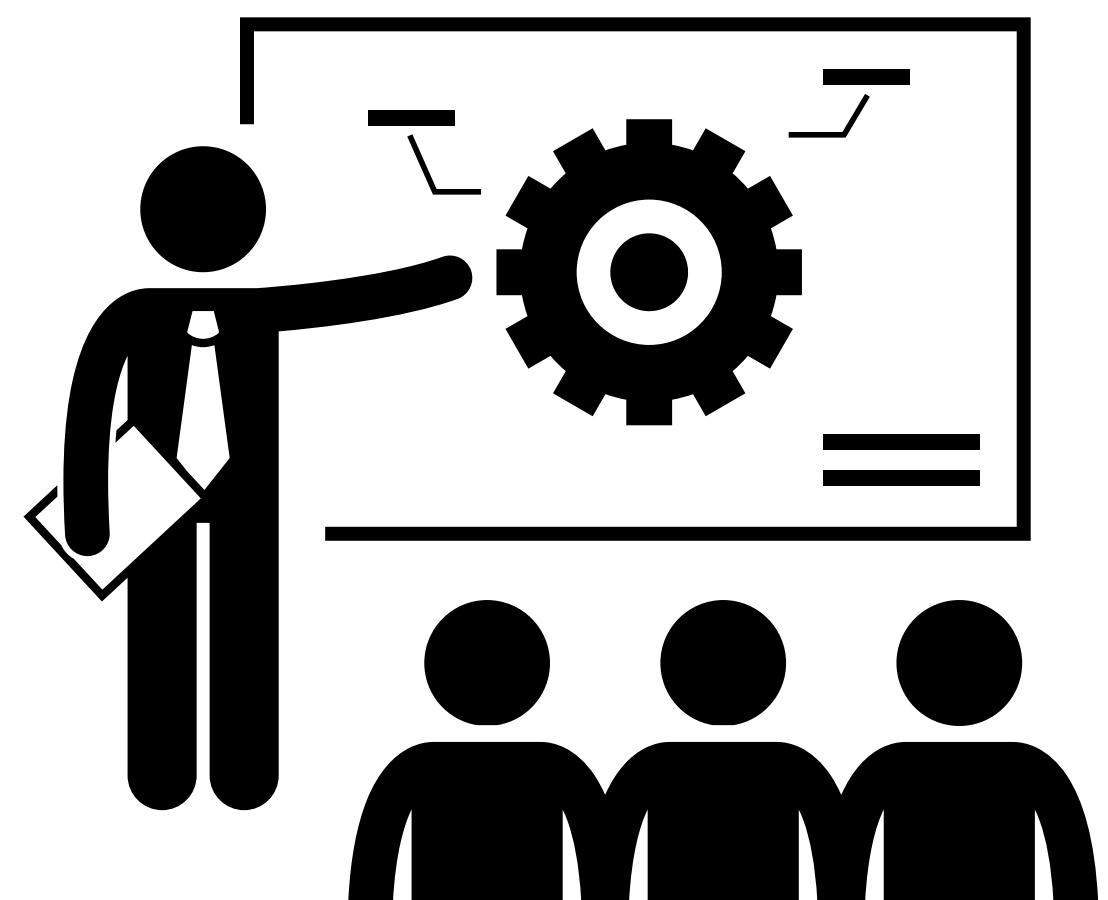
Simultaneously, Her Initiative directed efforts towards fostering the development and establishment of new smart businesses, thus playing a pivotal role in job creation and fostering financial independence for young women entrepreneurs. A cohort of 101 beneficiaries underwent comprehensive training sessions in business financing and Village Savings and Loan Associations (VSLA), enriching their comprehension of customer dynamics, internal strengths, competitive environments, and the prospective evolution of their businesses. The training curriculum encompassed vital elements, ranging from crafting product and service descriptions to conducting competitive analysis, formulating marketing plans, structuring management plans, and constructing financial plans. This multifaceted training approach not only equips entrepreneurs with the necessary tools for successful business establishment but also aligns with Her Initiative's commitment to nurturing sustainable enterprises and empowering young women to thrive in their entrepreneurial pursuits.

This collective effort resulted in the direct empowerment of 101 young entrepreneurs and an indirect impact on 1,312 individuals.

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

Within the framework of the DIGIMALI Project, TOT training, an acronym for "Training of Trainers," encompasses programs specifically crafted to empower selected individuals with the requisite skills and knowledge for training entrepreneurs in digital marketing. The TOT training initiative under the DIGIMALI Project has successfully reached a total of 1312 indirect participants.

These individuals have been equipped with the knowledge and skills essential for digital marketing, having undergone effective training directly from DIGIMALI participants, who are entrepreneurs themselves. The TOT activities covered an array of critical topics, including the utilization of social media marketing, email marketing, and content marketing, among other pertinent subjects. This comprehensive training approach not only builds the capacity of trainers but also facilitates the dissemination of valuable digital marketing skills throughout the entrepreneurial community, contributing to the broader objectives of the DIGIMALI Project.



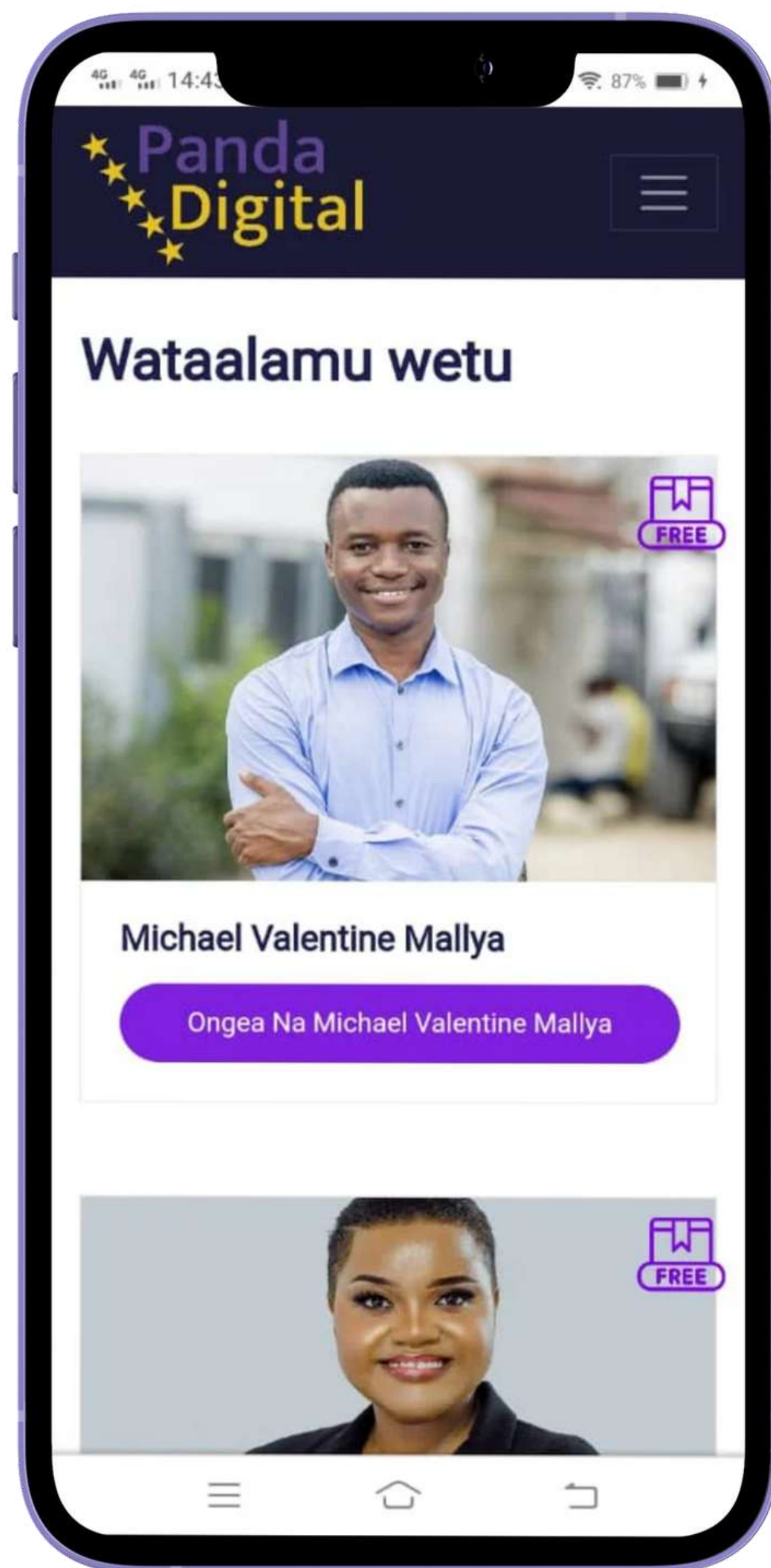
1312

Youth were reached through the Training of Trainers approach

1.4.4; Development of Panda Chat

In 2023, Her Initiative achieved a notable milestone in elevating the business capabilities of young women through the introduction of Panda Chart. Spearheaded by our dedicated technical consultant for Panda Digital, the website underwent significant enhancements, unveiling a crucial feature named the Resource for Expert Q&A Center, also known as Panda Chart. This innovative addition serves as a catalyst, empowering youth entrepreneurs by establishing a dedicated space for accessing information and tailored solutions crucial for scaling their businesses and adapting to digital operations.

Panda Chart's Expert Q&A Center stands out as a dynamic platform, allowing young entrepreneurs to seek consultation and acquire expert advice on-demand, and all of this is provided free of charge. Specifically designed to meet the unique needs of young women entrepreneurs, this section serves as a valuable resource, offering a platform for obtaining customized solutions that enhance and propel their businesses forward. The introduction of Panda Chart exemplifies Her Initiative's commitment to providing accessible and impactful resources, fostering the growth and success of young women entrepreneurs in the dynamic digital landscape.





Empowering girls isn't just about gender equality; it's about creating inclusive economic growth and breaking the cycle of poverty

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

In the preceding year, Her Initiative made a significant impact by reaching 265 participants, comprising 163 females (64.9%) and 88 males (35.1%), through the Panda Event 2023. Held on the 12th of May 2023, the event centered around the theme "Digital Skills for Transformative Business." It served as a collaborative platform that brought together young women entrepreneurs, government officials, civil society organizations (CSOs), international non-governmental organizations (INGOs), development partners, as well as celebrities and influencers operating in the digital ecosystem. The Guest of Honor for the event was Selestine Gervas Kakele, Deputy Secretary General for the Ministry of Communication and Information Technology. The event played a pivotal role in promoting new solutions, exchanging ideas, and fostering a collective voice on matters related to the innovative use of technology in transforming traditional businesses into digital enterprises. The diverse participation and esteemed presence of key stakeholders underscore the event's success in facilitating knowledge exchange and catalyzing discussions for the advancement of digital skills and transformative business practices.



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”- IddaKatigula

1.5.1 Content of the event

Exhibition

The event provided a platform for young women entrepreneurs from the Dar es Salaam region to showcase their products, offering a tangible representation of the advancements they have achieved through the DigiMali interventions. Among the entrepreneurs and innovators who actively participated were Amina-Collections, Idda Breastfeeding, Tai Plus, Bukika Books, Chim-Dozen, HC Sanitary Pads, Bossy Nails, and GB Outfit. Their participation not only highlighted the diversity and innovation within the entrepreneurial landscape but also allowed them to share their progress, products, and unique contributions to the broader community.

The event thus served as a dynamic showcase of the impact of DigiMali initiatives on empowering and amplifying the voices of these young women entrepreneurs.



Art.

The Ten Forty-Seven Art Collection, curated by the artist Ms. Sekela Yona, CEO of Rangi Rangi, provided a thought-provoking visual representation of the impact of gender norms, cyberbullying, and environmental constraints on women's engagement in the digital economy. Through artistic expression, the collection underscored the intricate ways in which these factors influence and, at times, impede women's participation in the digital realm.



"In its optimal form, digitalization serves as a catalyst for inclusion and active participation, alleviating time constraints, enhancing informed livelihood decisions, expanding access to essential services, amplifying representation in decision-making processes, and fostering responsible, accountable connections and information dissemination" Sekela Yona Mwaipaja, Artist. 2023.

Drama

The PANDA 2023 event strategically incorporated the play **"My Shadow versus Digital Light"** as a powerful means to question and inspire dialogue around young women's participation in the digital economy. The play effectively brought to light the challenges that young women encounter in terms of accessibility and affordability when navigating digital spaces. Through the fictional characters of Mama Tee and Baba Tee, portrayed as a married couple, the narrative unfolded to depict the story of a young woman, Mama Tee, in Tanzania. Her curiosity and aspirations for creating positive changes through digital exploration became the focal point, offering a relatable and insightful lens into the real struggles young women face in their endeavors to engage with digital platforms. The play served as both a reflective and interactive tool, contributing to a deeper understanding of the barriers hindering young women's involvement in the digital landscape.

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.

Furthermore, the play **"My Shadow versus Digital Light"** played a pivotal role in raising awareness about fundamental digital education, skills, and opportunities among the young women who attended the PANDA 2023 event. It underscored the importance of developing digital solutions that are inclusive across rural and urban settings, affordable, and accommodating for a diverse audience. The narrative effectively highlighted the need for initiatives like Panda Digital, emphasizing their role in bridging the digital divide and providing accessible avenues for young women to enhance their digital literacy, skills, and explore opportunities in the digital economy. By intertwining entertainment with education, the play contributed to a broader understanding of the challenges and solutions in the digital landscape, fostering a collective commitment to creating inclusive and affordable digital solutions.





Panel discussion

The panel discussion emerged as a crucial forum, offering invaluable insights and perspectives on the convergence of technology, entrepreneurship, and women's empowerment. Delving into the intricate interplay of these domains, the discussion provided a nuanced understanding of the challenges and opportunities at the intersection of technology and women's empowerment. Notably, the panelists explored actionable steps that can be undertaken by the youth, leaders, and stakeholders to spearhead a technological revolution

Their focus encompassed initiatives aimed at fostering digital skills, raising awareness, and expanding opportunities, with a particular emphasis on addressing the specific needs and challenges faced by young women.

By bringing together diverse voices and expertise, the panel discussion not only enriched the discourse on the role of technology in empowerment but also laid the groundwork for concrete strategies and collaborative efforts to drive positive change in the digital landscape for young people, fostering inclusivity and equal opportunities.

The panel discussion illuminated the path towards a technological revolution, emphasizing actionable steps to empower young women through digital skills, awareness, and expanded opportunities.

"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



Awards to 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 Nickodemus, 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



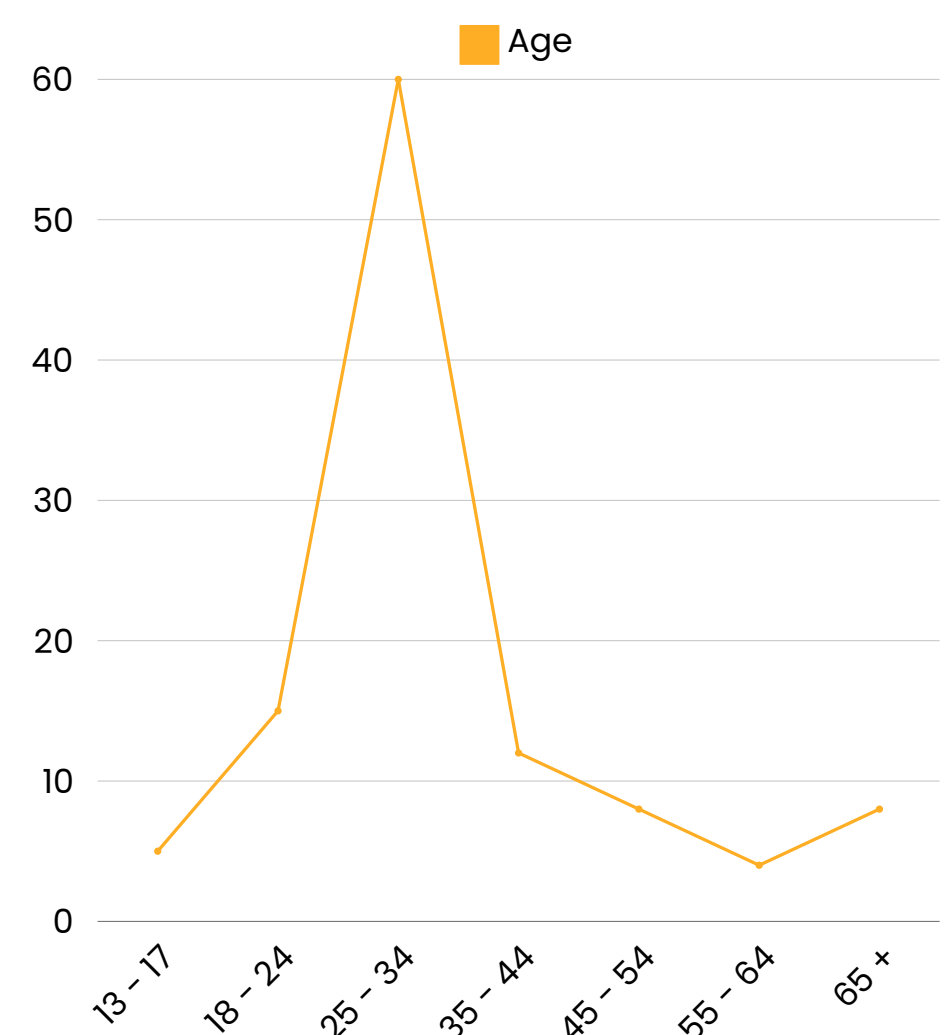
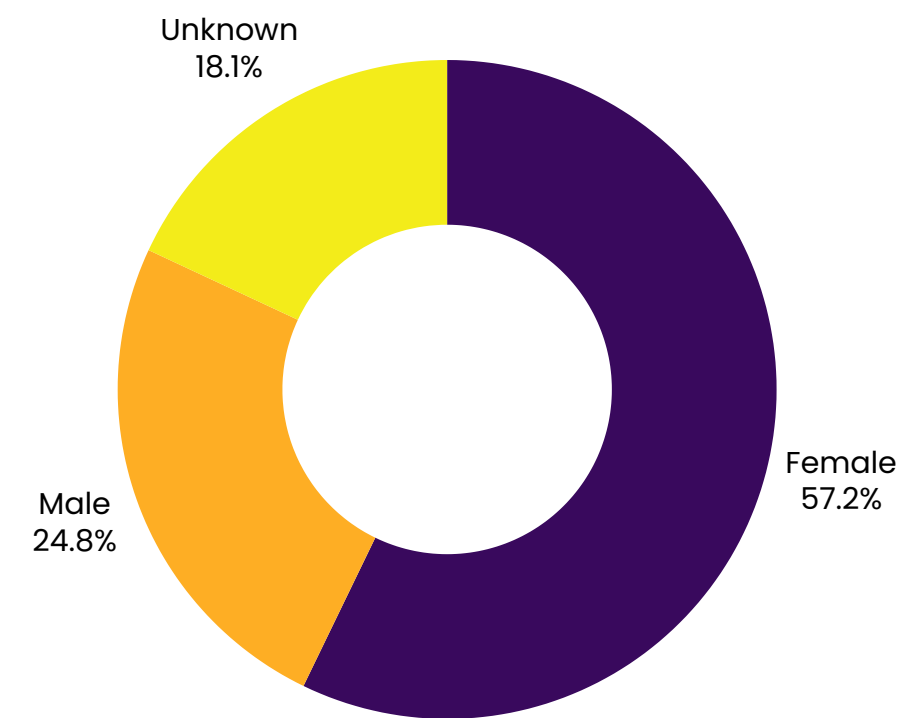
The social media campaign for the Panda Event has proven to be exceptionally successful, effectively amplifying the event's influence well beyond its physical attendees. Employing strategic promotion and fostering active engagement with content, the event's hashtags and handles reached a broad audience, significantly enhancing brand visibility and awareness among young women entrepreneurs and the wider online community. **Throughout the 60-day campaign, the event achieved an impressive reach of 11 million individuals and garnered over 25 million impressions,** establishing a substantial and impactful online presence. This digital success not only indicates the effectiveness of the campaign strategy but also underscores the event's resonance within the digital sphere, making it a prominent and influential force in promoting its goals and engaging a diverse online audience.

An analysis of the distribution of gender and age among the participants has 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 serves as a testament to the campaign's success in attracting a diverse audience and engaging individuals across different demographics. By examining the reach and impressions generated by the 20 shared content pieces, the campaign's impact is further emphasized, 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. The detailed breakdown of participant demographics contributes valuable data for future campaign strategies and reinforces the event's commitment to inclusivity and outreach across varied audience segments.

In addition, the campaign generated an impressive total of 6,900 interactions across various social media platforms. These interactions comprised 5.6k likes, 70 comments, 1.1k shares, 12 saves, and 147 retweets, showcasing the depth of engagement and the resonance of the campaign's message. These remarkable figures not only indicate the campaign's capacity to captivate the online audience but also underscore its ability to foster meaningful interactions.

The extensive likes, comments, shares, saves, and retweets demonstrate the audience's active participation, reflecting the campaign's success in creating a vibrant and engaged online community. This level of interaction not only contributes to the event's online visibility but also serves as a testament to the effectiveness of the campaign in creating a dynamic and impactful digital presence.



1.6; To enhance youth graduates’ access to employability skills that will help them stand out during job application processes and increase their chance of securing jobs

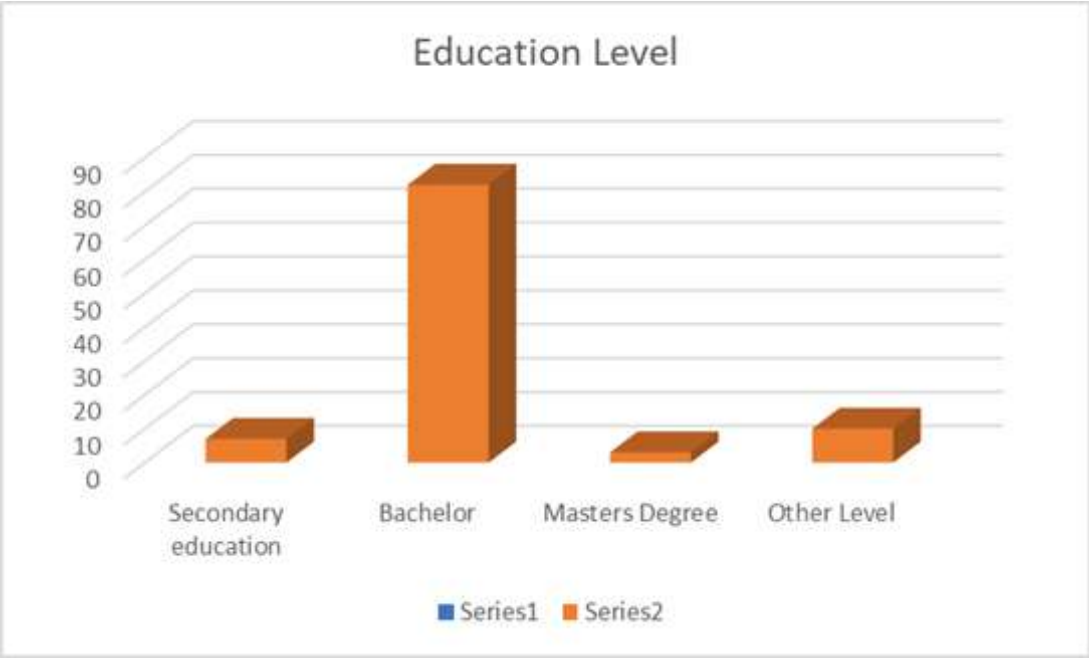
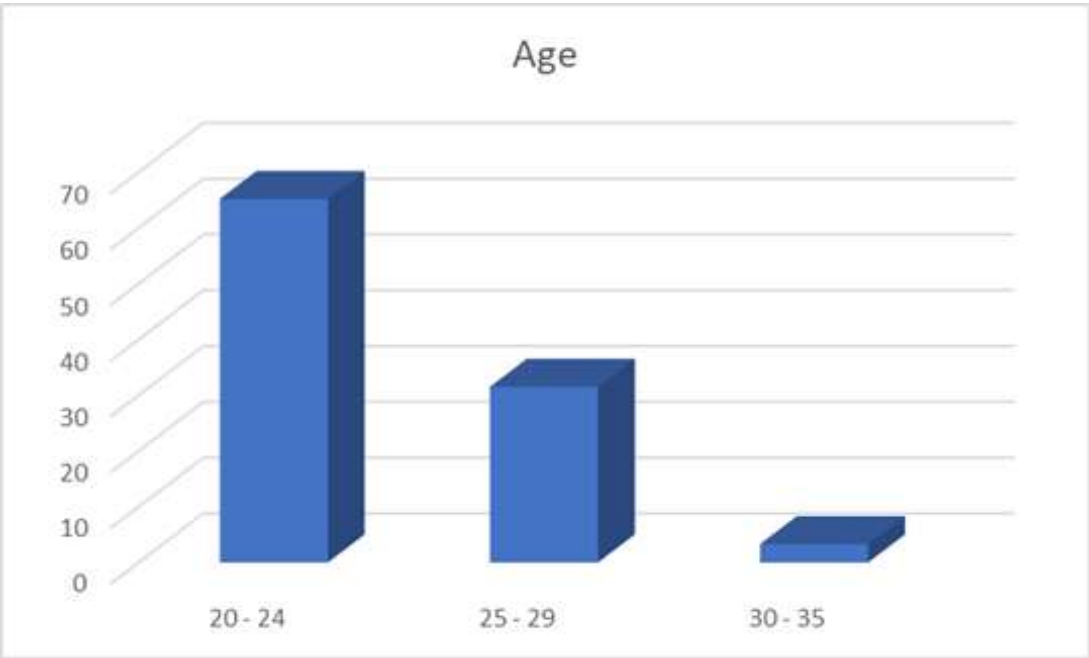
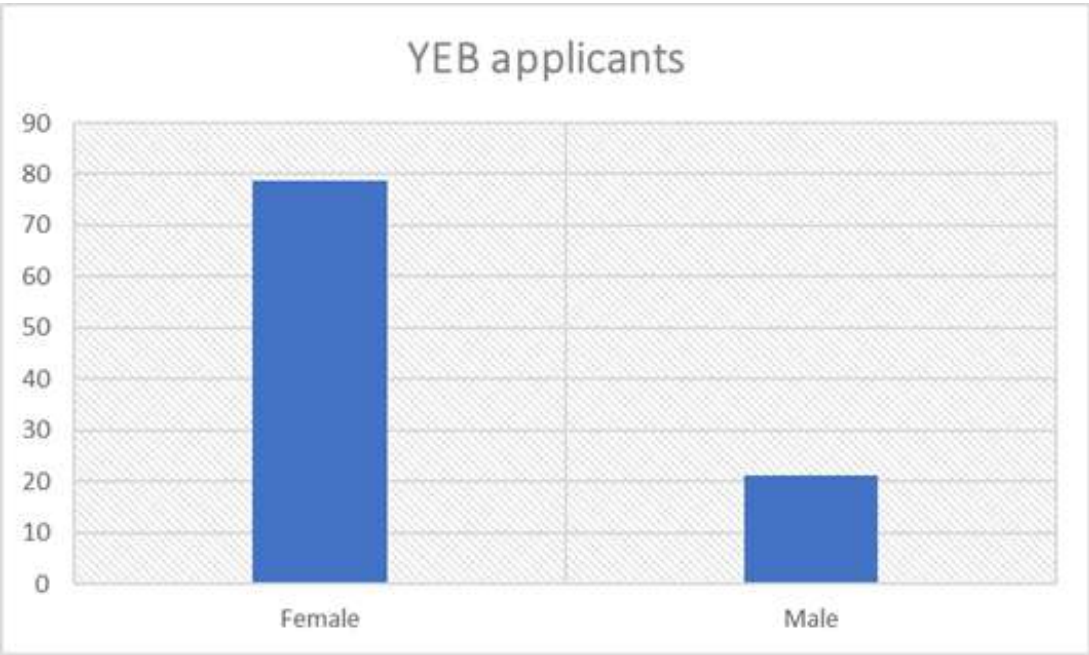
In 2023, Her Initiative achieved notable progress in tackling troubling trends in youth unemployment through the impactful Youth Employability Boot Camp program. This initiative was propelled by the acknowledgment of a skills gap among the youth, resulting in elevated rates of graduate unemployment. In response, Her Initiative implemented a comprehensive approach to empower recent graduates with practical skills, aiming to significantly enhance their employability.

This strategic initiative reflects a commitment to addressing the root causes of youth unemployment by equipping individuals with the tools and expertise necessary to navigate the competitive job market successfully. The Youth Employability Boot Camp serves as a proactive measure, fostering a more resilient and skilled workforce, ultimately contributing to the broader goal of reducing youth unemployment and promoting sustainable economic development.

The Youth Employability Boot Camp, conducted in partnership with KaziConnect, had a primary objective of providing essential employability skills to 60 recent graduates. The call for applications generated an overwhelming response, with 184 applicants, comprising 78.8% female candidates and 21.2% male candidates.

This robust response underscores the program's relevance and resonance, particularly among female candidates. Employing a rigorous selection process, candidates were chosen based on their demonstrated potential and commitment to the program. The meticulous selection criteria guaranteed the identification of qualified individuals who were primed for employability skills training, ensuring that the Youth Employability Boot Camp targeted those with the greatest potential to benefit from the program's offerings.

Description of applicants in Illustrations

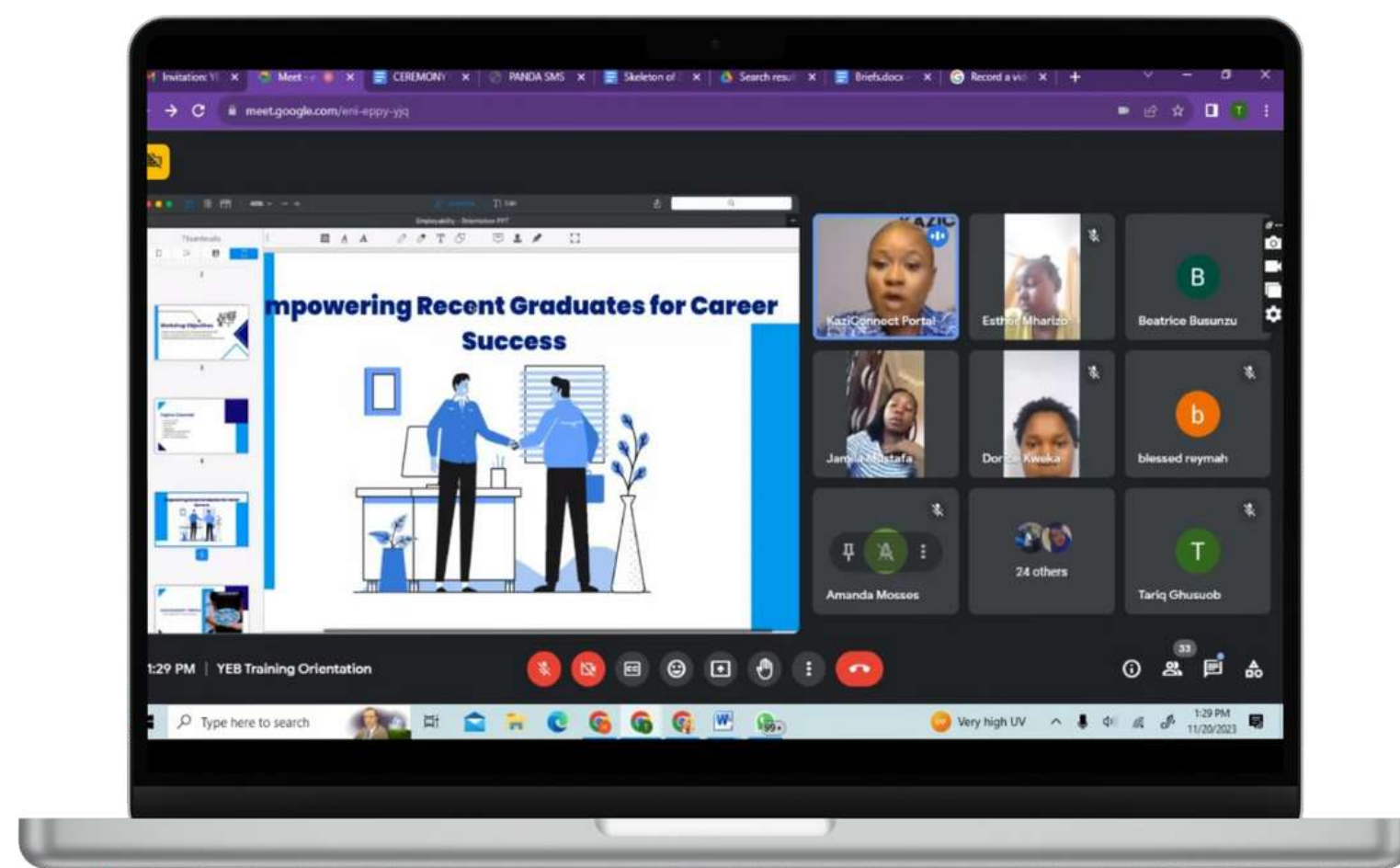


1.6.1 The Youth Employability Bootcamp training

In the reporting year, Her Initiative reached a noteworthy milestone by empowering 60 recent graduates from diverse backgrounds across 9 regions in Tanzania through the Youth Employability Boot Camp. This strategic initiative was designed to significantly enhance participants' employability skills, providing tailored training sessions that addressed the unique challenges present in each region. The program's comprehensive approach aimed to equip the youth with the necessary tools to navigate the competitive job market successfully.

An important aspect of the program's inclusivity was the active participation of 18% of youth with disabilities, underscoring a commitment to diversity and equal opportunities. The collaboration with KaziConnect further enriched the training experience, incorporating activities such as formal writing, interview techniques, and digital skills training.

These components collectively equipped participants with a holistic employability toolkit, enhancing their readiness for a diverse range of employment opportunities and contributing to the overarching goal of fostering a skilled and inclusive workforce.



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1.6.3 Mentorship

The Mentorship component, a fundamental pillar of the initiative, played a pivotal role in providing personalized assistance and coaching to young women and girls venturing into formal employment journeys. This strategic initiative was crafted with the aim of contributing to the reduction of the unemployment rate in Tanzania. Through the Mentorship component, mentees were carefully matched with mentors who offered guidance, support, and valuable insights, creating a structured framework for professional development and facilitating a smoother transition into formal employment. The mentorship program stood as a key element in nurturing the skills and confidence of young women and girls, aligning with the broader goals of the initiative to empower and enhance employability within the local community.



1.6.4 Placement of Volunteers

After the successful completion of the Youth Employability Bootcamp, the Placement of Volunteers emerges as a pivotal component in our strategic framework, dedicated to fostering practical experience among youth, with a special emphasis on creating opportunities for young women. The collaborative efforts of Her Initiative and KaziConnect are instrumental in actively securing volunteer placements across a spectrum of organizations and companies.

This initiative ensures a minimum one-month engagement period for participants with various teams, thereby solidifying the practical application of the skills acquired during the bootcamp and enabling them to explore their individual areas of expertise. This post-bootcamp phase plays a crucial role in contributing to the overarching objective of diminishing the unemployment rate in Tanzania. By empowering and guiding the next generation of female professionals, the initiative establishes a multifaceted approach that significantly contributes to the country's efforts in building a skilled and empowered workforce.



“

Empowering youth, particularly young women, through practical volunteer placements not only reinforces their skill sets but also propels them towards meaningful employment opportunities, thus igniting a positive trajectory for Tanzania's workforce development



“

“

Empowering women economically within SRHR and GBV frameworks drives independence, choice, and progress nationwide.

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

2.1; To provide an alternative solution for young girls, who drop out of school and have not been able to continue with education to fight against Gender-based Violence.

In 2023, Her-Initiative undertook a significant Plan project in Kisarawe District, focusing on the empowerment of 30 adolescent girls aged 18–35. The project incorporated various essential elements such as training, the formation of group businesses, mentorship, and the establishment of groups to facilitate the initiation of their own businesses.

This comprehensive approach aimed at providing the necessary skills and resources to empower these young women, enabling them to mitigate the risk of gender-based violence and aiding survivors in their recovery. The multifaceted program has proven effective in fostering resilience among the participants and contributing to the reduction of gender-based violence in the community.

As part of this initiative, specific activities were implemented to enhance the capabilities of the 30 girls in Kisarawe. Education on life skills was a key component, encompassing sessions that addressed skill development, goal-setting, decision-making, problem-solving, and communication skills. Emphasizing the importance of cultivating life skills, the program highlighted the role of youth in building robust relationships within society, fostering critical thinking abilities to make informed decisions, and nurturing leadership skills among young women. This targeted approach aimed at equipping the participants with the necessary tools to navigate challenges and make meaningful contributions to their communities.

This program, encompassing economic empowerment with a focus on legal aid and capacity building to combat gender-based violence among adolescent girls and young women, incorporates various initiatives to foster entrepreneurship and financial literacy. In addition to offering training modules on entrepreneurship, basic digital skills, digital marketing, and financial literacy, the program actively facilitates access to credit and provides group seed grants to encourage collaboration among young female entrepreneurs.

The comprehensive training modules address critical aspects of financial management, including business financial accounts and reporting, stock management, loans and debt management, regulatory compliance, and revenue management. Furthermore, the participants receive in-depth instruction on marketing principles, spanning from the fundamentals of marketing to digital marketing, social media marketing, customer relationship management, and marketing content creation. Through these efforts, the program has successfully reached and trained young girls and women, equipping them with essential skills in financial literacy and digitalization of their businesses, fostering their economic independence and resilience.

In the second phase of the Plan B project in Kisarawe, our initiative has been instrumental in uplifting young girls aged 18 to 35 who find themselves outside the formal education system, facing unemployment, and possessing limited knowledge of gender-based violence. This cohort, often overlooked, is provided with comprehensive support aimed at addressing the gaps in their education and skills. Through a combination of evaluation, training, mentorship, and coaching, the program focuses on empowering these young girls by imparting crucial knowledge on gender-based violence, financial literacy, and life skills. Additionally, recognizing the importance of fostering economic independence, the initiative supports the development of entrepreneurial skills, encouraging the establishment of startup businesses. By tackling these multifaceted challenges, the Plan B project aims to equip and empower young girls with the tools and knowledge necessary for personal development, economic resilience, and the ability to combat gender-based violence within their communities.

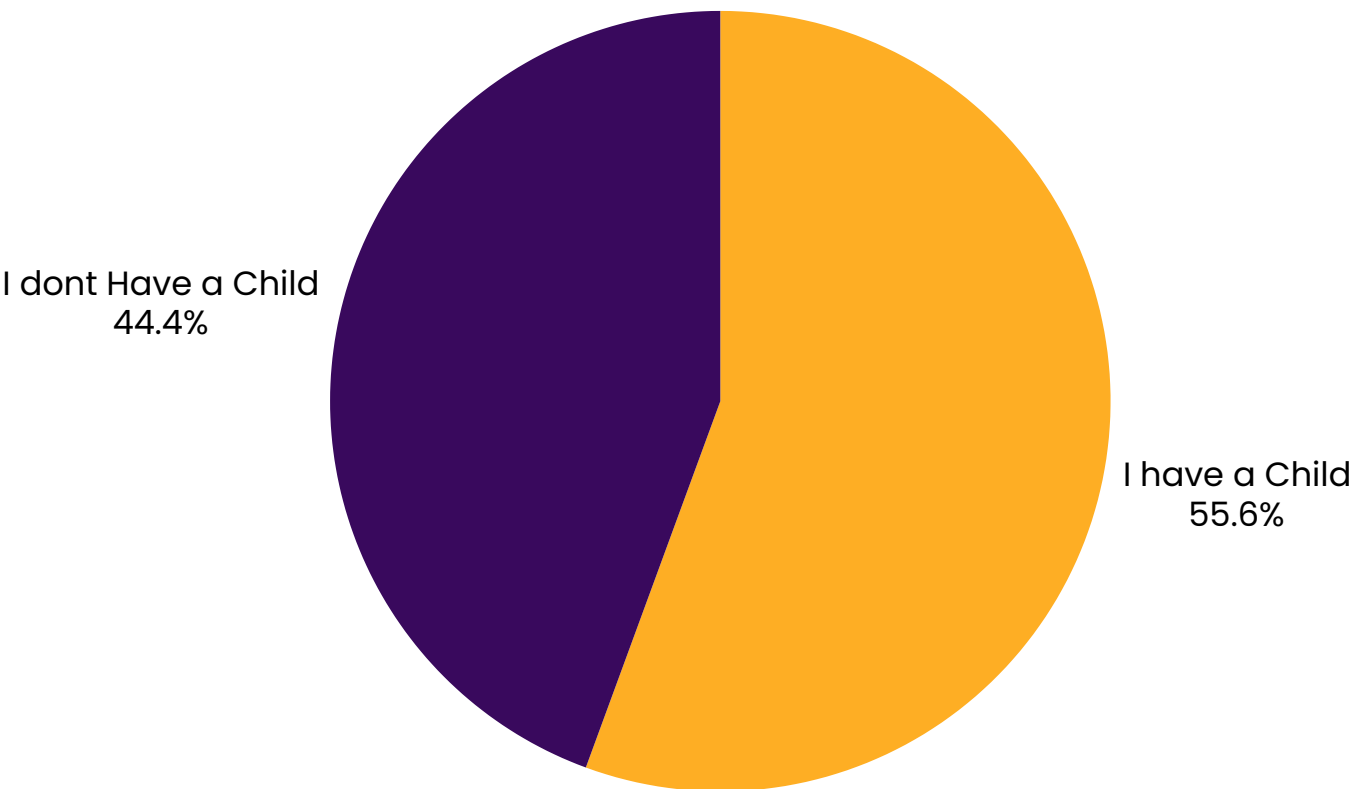
Highlight story

"Engaging in Her-Initiative's entrepreneurship and gender-based violence training programs has been a transformative journey, not only impacting my personal growth but also serving as an inspiration for fellow women. Empowered with newfound knowledge, I am resolute in my commitment to raise awareness about violence against women, arming society with the tools to protect and stand against gender-based violence. Together, we can create a community where empowerment and resilience prevail over injustice." Fadhila Mzava 19 years – Kazimzumbwi (Beneficiary Plan B kisarawe)

2.1.1 Descriptions of beneficiaries (Baseline studies)

Maternal Status

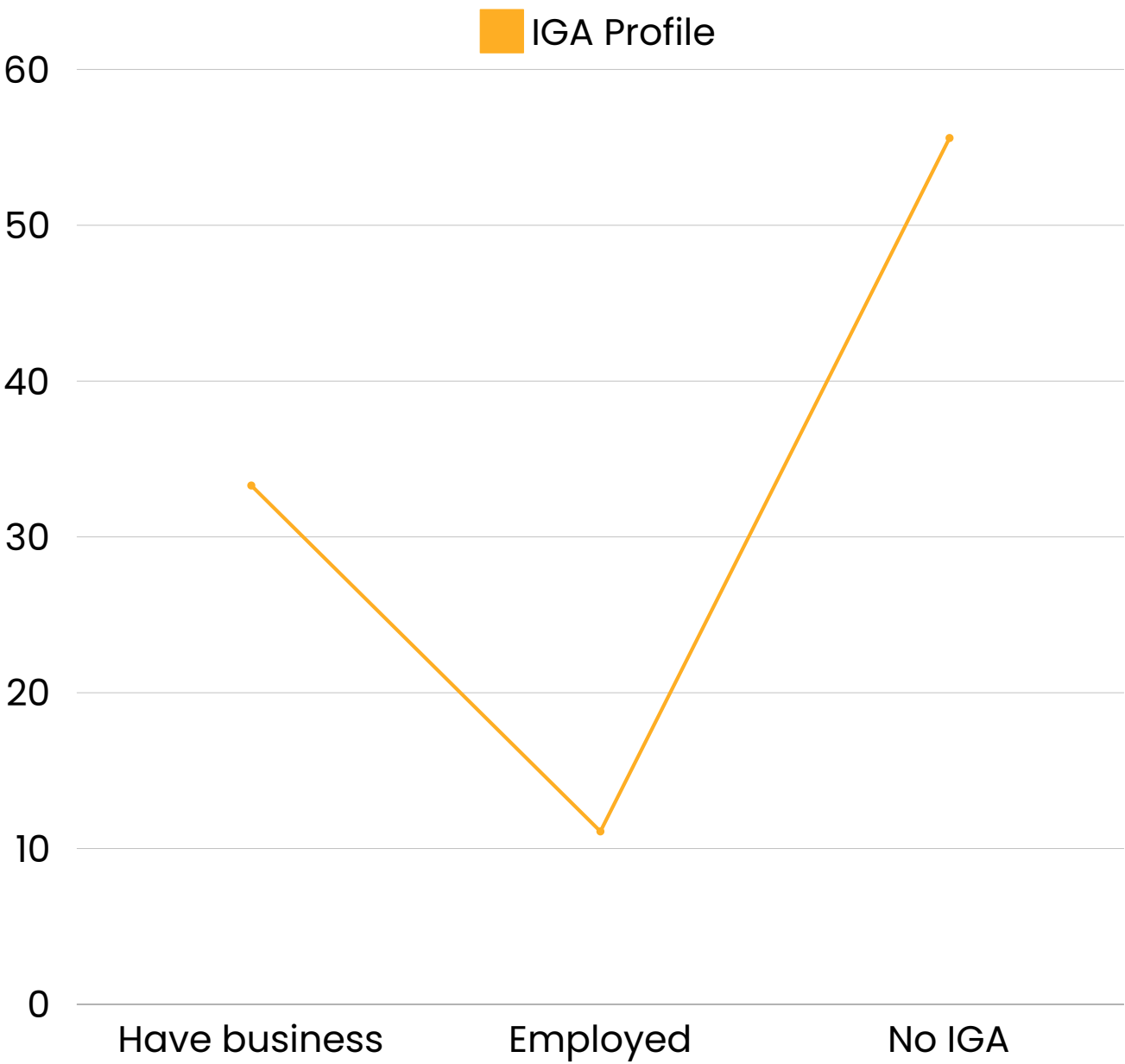
In the context of the Plan B project focusing on adolescent girls and young women living in vulnerable conditions, the maternal status findings are as follows:



In the context of the Plan B project baseline survey that consisted of 9 respondents the maternal status findings are as 55.6% (5 participants) of the adolescent girls and young women surveyed have children And 44.4% (4 participants) do not have children.

Income Generating Activities Status

The findings regarding Income income-generating activities (IGA) status of the girls who were involved in the baseline survey are as follows.



The figure above shows that 33.3% of the surveyed individuals are engaged in various businesses. On the other hand, 11.1% are employed and 55.6% do not have any business activities.

These findings emphasize the diversity of economic engagements within the target group and underscore the need for tailored interventions to support those engaged in businesses, those employed, and those currently without any income-generating activities.

2.1.2 POST-TRAINING EVALUATION

Description

The post-training evaluation activity was designed to gauge the effectiveness of the training session provided to the beneficiaries of the Plan B project. The comprehensive training encompassed a range of crucial topics, such as life skills, gender-based violence awareness, business canvas, financial literacy, grouping of beneficiaries, and pitching of business ideas.

By soliciting feedback from participants, the analysis conducted illuminates notable enhancements in both knowledge and skills observed in the aftermath of the training. This evaluation serves as a valuable tool for assessing the immediate impact of the training, providing insights that can inform future program refinements and adjustments, ultimately ensuring the continued effectiveness of the Plan B project in empowering and equipping its beneficiaries.

Life Skills

The findings from our evaluation highlight a positive impact on participants who reported heightened awareness and improved skills in adapting to diverse life situations. The training sessions proved instrumental in equipping them with effective problem-solving techniques, fostering the ability to address challenges in both personal and professional spheres. Notably, participants expressed a heightened sense of confidence in handling the complexities that arise in their daily lives and work. This underscores the training's success in empowering individuals with practical tools that enhance their resilience and capability to navigate various aspects of life.

“I learned that when things get tough, it is a chance for me to learn and become better. Every Challenge helps me grow into the person I want to be.” Fatumah Ghalib Adam Plan B beneficiary 19 years Kazimzumbwi

In Kisarawe, the significance of life skills is paramount for Adolescent Girls and Young Women (AGYWs) aspiring to venture into entrepreneurship. These skills act as a vital toolkit, equipping AGYWs with the resilience necessary to surmount challenges, effective communication strategies for business interactions, financial literacy essential for sustaining ventures, and the ability to make informed decisions in the dynamic landscape of entrepreneurship. Given the diverse opportunities within the entrepreneurial scene in Kisarawe, these life skills empower AGYWs to confidently pursue their business aspirations.

This not only contributes to their individual economic well-being but also adds to the overall growth and vibrancy of the local community, fostering a more robust and flourishing entrepreneurial ecosystem.

Gender-Based Violence

During the focus group discussion, participants eloquently conveyed an increased awareness and improved understanding of gender-based violence following the training session. The findings underscore that post-training, participants now possess a more comprehensive understanding of gender-based violence, dispelling prior misconceptions. Notably, the training played a crucial role in addressing and clarifying misunderstandings, such as the erroneous belief that engaging in sexual activities is necessary for entrepreneurial success. The discussions covered various forms of violence, including sexual, physical, and emotional, providing participants with the knowledge to recognize and resist such manifestations. The training also shed light on the subtle ways in which these types of violence can occur, enabling participants to grasp the broader context and develop strategies to address these issues. Importantly, the session provided a safe and supportive space for girls to share their thoughts and experiences, fostering an environment conducive to open dialogue and empowerment.

“This education is helpful because it will assist us in avoiding committing acts of gender-based violence, and not only resist being persuaded to do so but also take appropriate actions if violence has happened to me.” by Yusra Mohamed Lusongo, 18 years Old Plan B kisarawe beneficiary.

The findings underscore the pivotal role of the training in preventing gender-based violence, emphasizing its impact on equipping individuals with the capacity to resist engaging in such acts and encouraging appropriate actions when witnessing them. The discernible improvements in life skills were evident across multiple forms of violence, encompassing sexual, physical, and emotional dimensions. Participants demonstrated heightened awareness and understanding of the dynamics involved in sexual violence in the workplace, mental abuse, and issues related to physical violence. The training effectively provided participants with valuable insights into recognizing and addressing various forms of violence, contributing to their enhanced ability to navigate and counteract these challenges in both personal and professional spheres.

“

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Business Canvas and Financial Literacy

The findings from the focus group discussions reveal encouraging insights into the impact of the training on entrepreneurship and financial literacy. Participants emphasized gaining valuable skills in business planning, self-management, and the ability to operate independently without solely relying on group dynamics.

The training proved effective in imparting practical knowledge on organizing businesses, empowering participants to efficiently manage their ventures. One participant expressed the transformative effect of the training, highlighting its role in enhancing their ability to navigate the entrepreneurial landscape with confidence and autonomy.

These positive outcomes underscore the program's success in equipping participants with the essential tools and knowledge for sustainable entrepreneurship and financial independence.

“The learning on entrepreneurship and development, it might be that in entrepreneurship, we do many things, but here I’ve learned something different that will help me, for example, how to organize a business and be self-sufficient without relying solely on a group, but also collaborating within a group” by Aziza Ally Juma
Plan B beneficiary 20 years kisarawe-kibaoni

Observations made post-training clearly indicate a noticeable improvement in the participants' ability to pitch business ideas. The feedback received highlights a significant enhancement in confidence and articulation when presenting business concepts.

The training played a pivotal role in equipping beneficiaries with essential skills, enabling them to communicate their ideas effectively and fostering a more entrepreneurial mindset. This positive development underscores the effectiveness of the training program in not only imparting practical skills but also in instilling the confidence necessary for participants to effectively convey their business concepts in a professional and compelling manner.



2.2 To create a movement against sextortion among young women entrepreneurs

2.2.1 The introduction of ONGEA HUB SMS

In 2023, Her Initiative achieved a notable milestone with the successful testing and launch of the Ongea Hub platform through the SMS pathway. This innovative extension, integrated into the Panda Digital framework, represents a targeted solution to address the challenges confronted by young women entrepreneurs who are victims of sextortion. The Ongea Hub platform demonstrates the organization's commitment to leveraging technology for social impact, providing a vital resource for young women entrepreneurs to navigate and combat issues related to sextortion. This accomplishment marks a significant step forward in Her Initiative's ongoing efforts to empower and support women in overcoming digital challenges and fostering a safer and more inclusive entrepreneurial environment.

The primary objective is to streamline their access to crucial support services, such as legal and psychological aid, in a seamless and efficient manner.

The introduction of the SMS version of the Ongea Hub was a monumental step forward, overcoming barriers related to internet access or data bundles.

This SMS-based approach enables individuals to explore the Ongea Hub using basic mobile phones, ensuring that essential support services are readily available, regardless of connectivity constraints.

”



2.2.3 Selection of champions against sextortion

In 2023, a pivotal component of the Panda Movement project unfolded through the "Sextortion Champion Call of Applications." This initiative sought to identify young individuals deeply committed to combatting sextortion and possessing the potential to instigate meaningful change within their communities

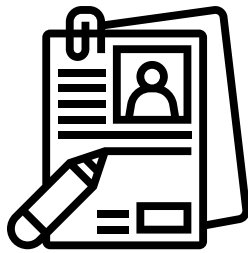
The selection process, meticulously executed, involved evaluating factors such as passion, understanding of sextortion issues, and effective communication skills. From an impressive pool of 106 applicants, the selection committee, representing Her Initiative, identified ten standout champions.

This diverse group demonstrated the capability to resonate with various community segments, making their selection integral to the success of the Haki Haiuzwi campaign during the 16 Days of Activism. These champions played influential roles during the campaign's launch and throughout its duration, contributing significantly to raising awareness and advocating for change.

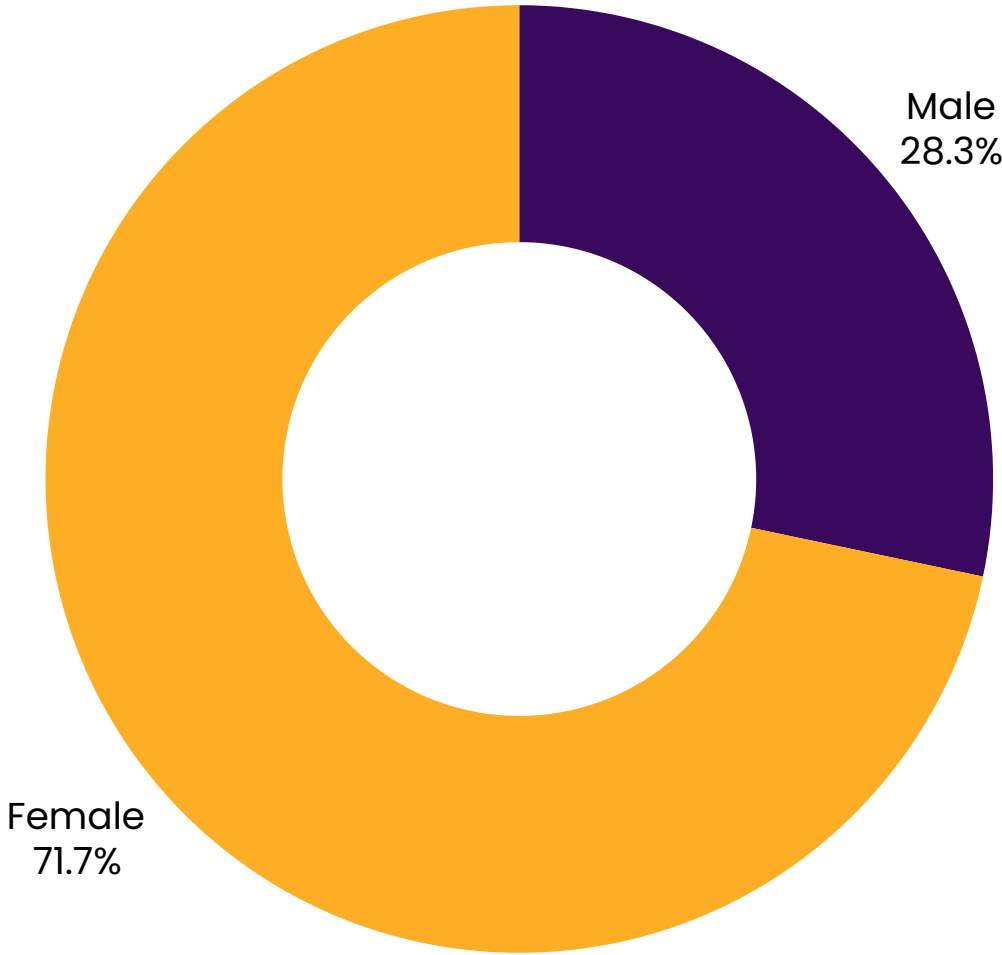
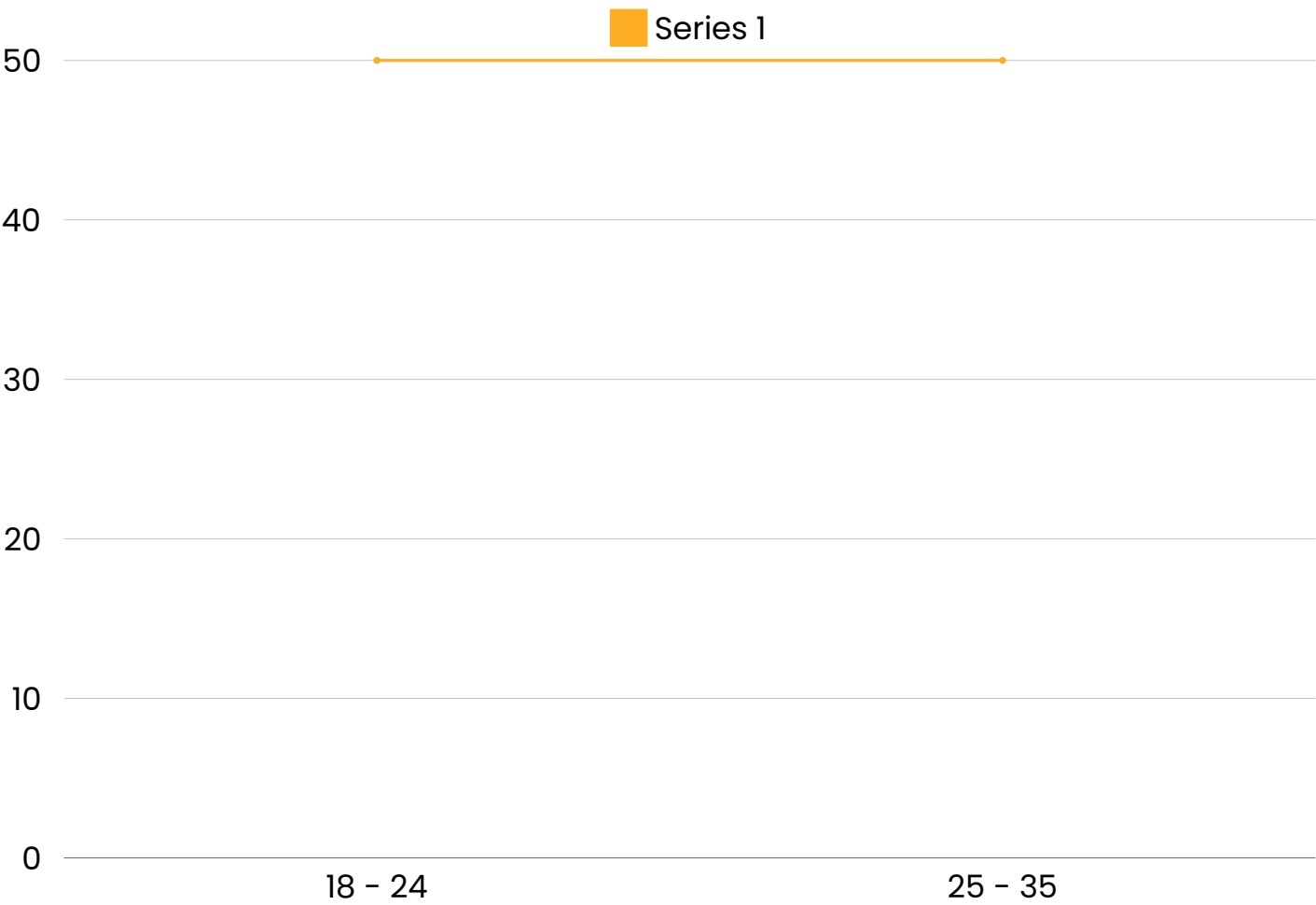
The remarkable response to the "Sextortion Champion Call of Applications," where 70% of applicants were females, underscores the robust commitment of young women to address the issue of sextortion. This overwhelming participation reflects a powerful dedication to combatting sextortion and advocating for change within the community. The age distribution and regional representation of the applicants further emphasize the widespread interest and engagement in addressing this critical issue.

The applicants represent various age groups, and their reach extends across all 31 regions in Tanzania, illustrating a collective effort from diverse demographics and geographic locations to actively contribute to the fight against sextortion. This broad and inclusive response highlights the urgency and importance of addressing sextortion as a pervasive issue impacting communities across the nation.

106 Applications



31 Regions



2.2.4; Capacity Building for champions, content creation and Haki Haiuziwi campaign kickoff

In preparation for the 16 Days of Activism Against Gender-Based Violence, Her Initiative initiated a robust campaign against sextortion as a vital component of the Panda Movement project in 2023.

To bolster this initiative, a training session led by Ms. Janeth Kafuko from PCCB was conducted, providing our champions with essential knowledge on sextortion, encompassing its nature, prevalence, and appropriate reporting procedures. This training empowered our champions with the necessary insights to advocate effectively for the prevention and response to sextortion within their respective communities.

The proactive measures undertaken in this training session underscore the organization's commitment to equipping advocates with the knowledge and tools required to address and combat sextortion during the impactful 16 Days of Activism campaign.

Content creation

After the training session, Her Initiative's communication team facilitated a content design workshop, empowering champions to create impactful content for the upcoming 16 Days of Activism campaign. This collaborative endeavor aimed to develop compelling content that authentically connects with communities and inspires positive action.

By leveraging the insights gained from the training and harnessing the creativity and expertise of the champions, the workshop sought to ensure that the campaign's messaging effectively communicates the urgency and importance of combatting sextortion while engaging and mobilizing the broader community towards meaningful change.

Haki Haiuziwi campaign kickoff

In November, the impactful "Haki Haiuzwi" campaign was successfully launched, distinguished by authentic narratives from champions and amplified by collaborating influencers. As a part of the Panda Movement project, this campaign strategically utilized diverse content types across digital platforms, surpassing the confines of a mere slogan to emerge as a powerful call for change.

The campaign effectively declared that the rights of young women are unequivocal, reinforcing the notion that every individual deserves to live free from the threat of sextortion. The incorporation of authentic stories from champions and collaboration with influencers added a compelling human element to the campaign, making it resonate deeply with audiences and furthering the mission to combat sextortion within communities.





22.2.5 Meeting with stakeholders to advocate for the movement against sextortion

In the course of 2023, a pivotal event unfolded as an integral component of the Panda Movement project – a strategic meeting with stakeholders convened to advocate for the movement against sextortion. In collaboration with the Prevention and Combating of Corruption Bureau (PCCB) Ilala region, this gathering served as a crucial platform, bringing together members of the Sextortion Coalition, Sextortion Champions, Local Government Authorities (LGAs), and market leaders from Buguruni market.

The event facilitated meaningful dialogue and collaboration, aligning the efforts of diverse stakeholders in the shared goal of combating sextortion. This strategic meeting not only reinforced the collaborative spirit of the Panda Movement but also laid the groundwork for coordinated actions and interventions to address sextortion at both community and institutional levels.

The central emphasis of the strategic meeting was on formulating actionable measures to mitigate sextortion activities in market areas and universities. Deliberations during the meeting resulted in several key resolutions. Foremost, there was a unanimous agreement to intensify awareness and educational campaigns targeting both marketplaces and educational institutions. Furthermore, a commitment was made to enhance collaboration between the Prevention and Combating of Corruption Bureau (PCCB), local authorities, and market leadership, with the aim of implementing more effective preventive measures.

The meeting concluded with a unified front against sextortion, underscoring the collective responsibility of all stakeholders in advocating for safer environments within marketplaces and educational institutions. This collaborative approach signifies a significant step forward in the concerted efforts to combat sextortion and foster secure spaces for individuals within these vital community settings.



2.2.6 Outreach Activity at Buguruni market together with PCCB, Champions, market leadership and LGA's

In a joint outreach initiative at Buguruni market, Her Initiative collaborated with the Prevention and Combating of Corruption Bureau (PCCB), champions against sextortion, market leadership, and Local Government Authorities (LGAs) to engage with approximately 30 young women entrepreneurs. The event aimed to heighten awareness about sextortion, offering essential knowledge on the subject. PCCB, acting as a government agent, played a crucial role in educating participants on reporting mechanisms and necessary measures to address sextortion. The active participation of the local government and market leadership in the workshop contributed significantly to the comprehensive dissemination of information, fostering a supportive environment for the young women entrepreneurs. This collaborative effort underscores the commitment of various stakeholders to address and combat sextortion within the community, creating a more secure and informed space for young women entrepreneurs in Buguruni market

Beyond the dissemination of knowledge on sextortion, the event fostered active participation from the young women entrepreneurs, encouraging them to share testimonies and engage in discussions on the issue. A significant observation surfaced during these dialogues, revealing that many young women struggle to differentiate between sextortion and sexual harassment.

This insight highlights a crucial gap in understanding and emphasizes the pressing need for comprehensive awareness and education on gender-based violence issues. The event not only served as a platform for knowledge transfer but also unveiled a critical area that requires targeted efforts in future awareness campaigns and educational initiatives to ensure a more nuanced understanding among young women entrepreneurs.

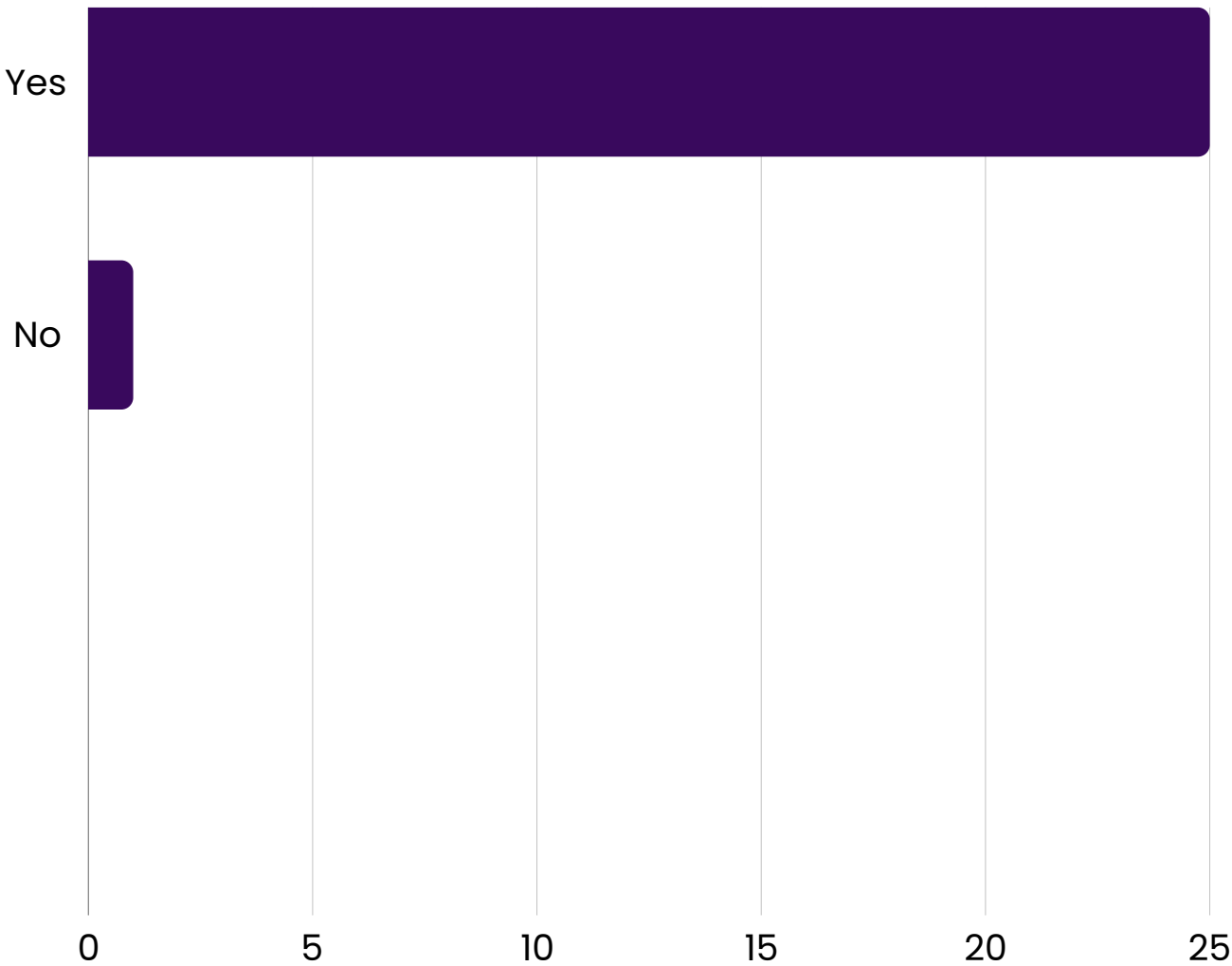
Napenda kueleza jinsi tukio la Utoaji elimu lilivyokuwa muhimu kwangu kama mwanamke mjasiriamali hapa Buguruni. Kujua kuhusu masuala ya sextortion na njia za kutoa ripoti ni jambo muhimu sana kwetu. Wakati wa mazungumzo, nilipata nafasi ya kutoa ushuhuda wangu, na ni wazi kwamba wengi kati yetu hatufahamu tofauti kati ya sextortion na unyanyasaji wa kijinsia. Hii ni changamoto, lakini kupitia elimu hii, sasa naweza kutambua na kuelewa vizuri zaidi.

Pia, mchakato wa tathmini ya mahitaji ulikuwa fursa kubwa kwangu kuelezea changamoto ninazokumbana nazo na mahitaji yangu. Ni vizuri kujua kuwa Her Initiative inajali na inajitahidi kusaidia wanawake kama mimi kupitia elimu na msaada wa kijamii. Tuna matumaini ya kuona mabadiliko chanya katika jamii yetu. Asante Her Initiative! (Marium - One of the young women entrepreneur)

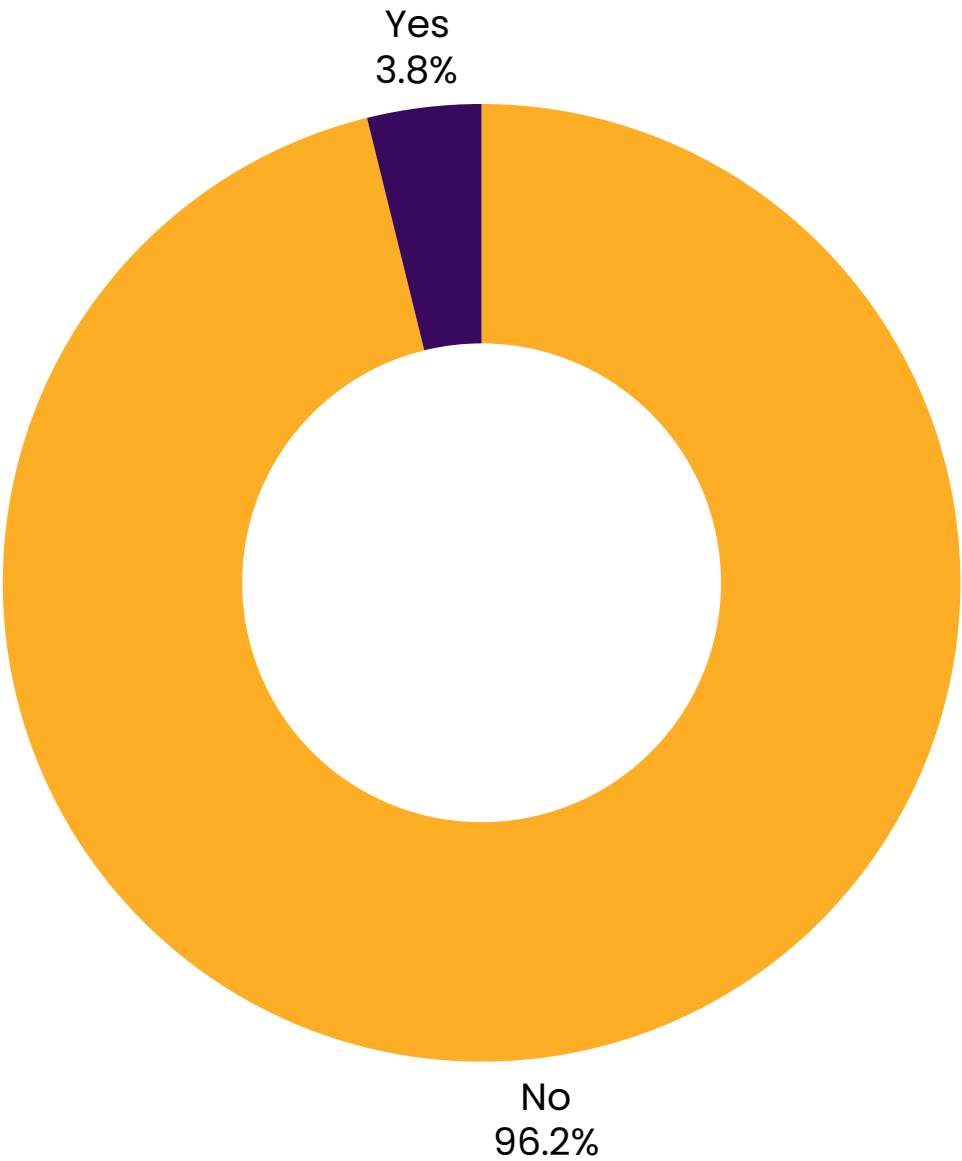


ADDITIONALLY, A NEEDS ASSESSMENT FORM WAS EMPLOYED TO ANALYZE THE SPECIFIC REQUIREMENTS AND ASSESS THE OVERALL SITUATION OF GENDER-BASED VIOLENCE IN MARKET AREAS AND FROM A SAMPLE OF 26 YOUNG WOMEN THE RESULTS WERE AS FOLLOWS

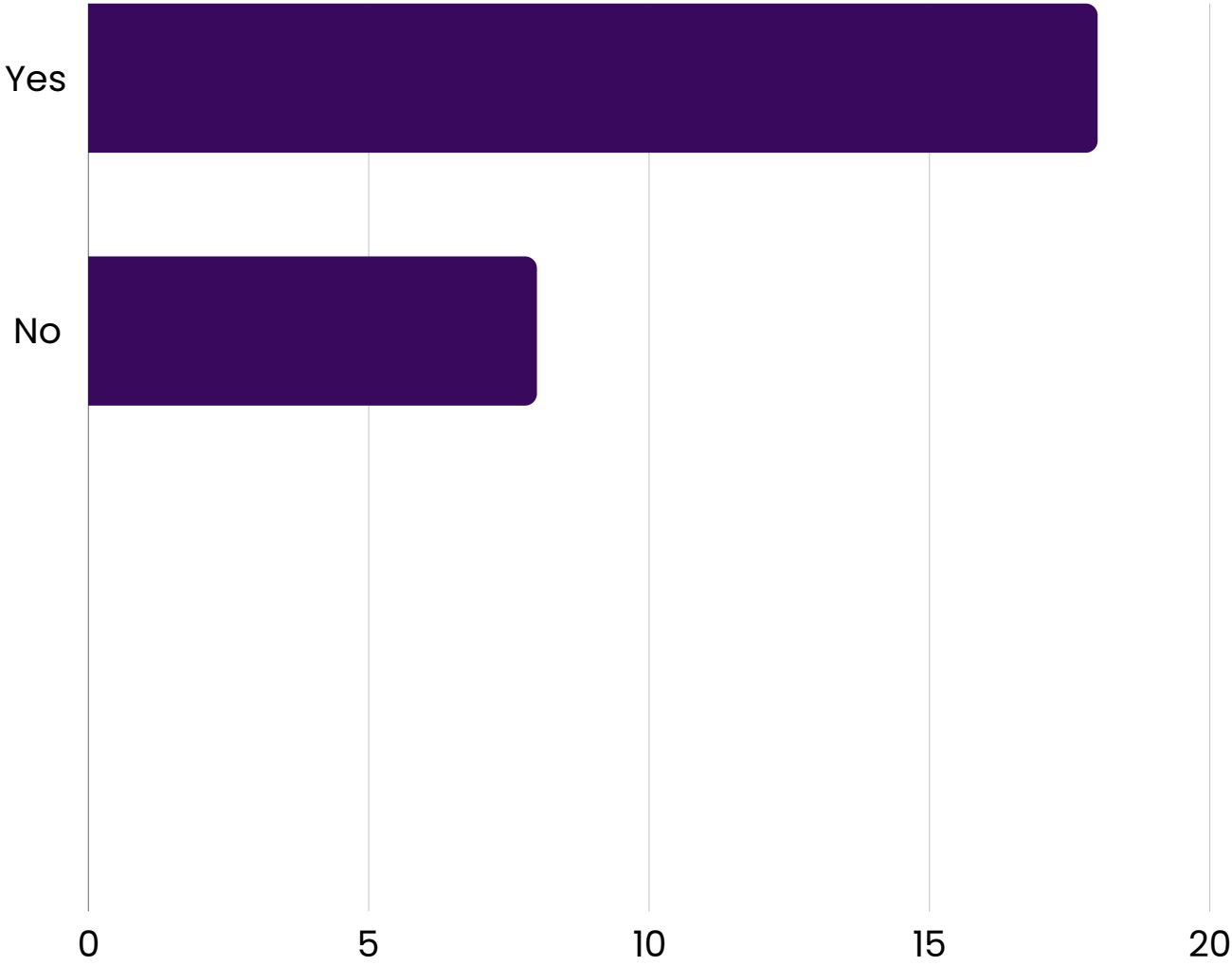
• Are you Familiar with the term SEXTORTION?



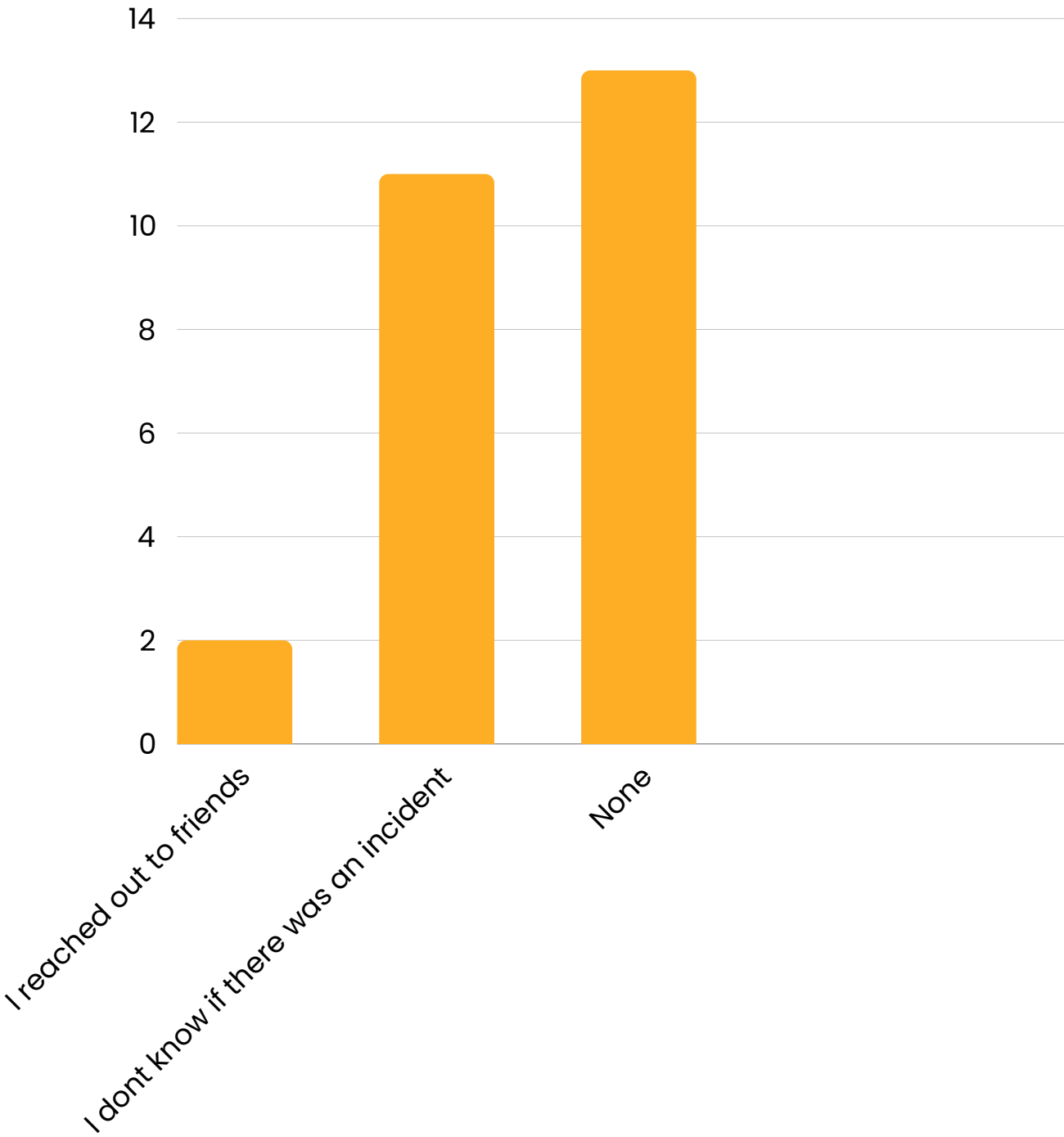
• Are there any existing campaigns or programs aiming to raise awareness about Sextortion?



• Have you heard any sextortion case ?



• What actions if any, have you or any other taken to respond to sextortion incidents





2.2.7 Media Coverage during sextortion campaign

• Mass Media

Throughout the sextortion campaign, we effectively executed outreach activities on five distinct radio stations, significantly amplifying the scope of our awareness efforts. The media coverage served as a valuable platform to disseminate crucial information about sextortion, its impact on young women entrepreneurs, and available preventive measures.

Through these radio broadcasts, our primary objectives were to enhance public awareness, stimulate meaningful dialogue, and empower individuals with knowledge about reporting mechanisms and available support services. The engagement with multiple radio stations not only diversified our reach but also enabled us to connect with various audiences. This comprehensive approach contributes significantly to our overarching goal of combating sextortion and cultivating a safer environment for young women in diverse communities.





18^{DEC}2023

JUMATATU

98.9 MHz

Dar es salaam

LIVE NA

CHRISTINE MOHAMMED.
Kinara wa Kupinga Rushwa ya Ngoni
Taasisi ya Her Initiative



KISS
RIPOTI

MUDA: SAA 1:00 - 3:00 USIKU
MTANGAZAJI : MUSA KHALID

 **Kissfmtanzania**

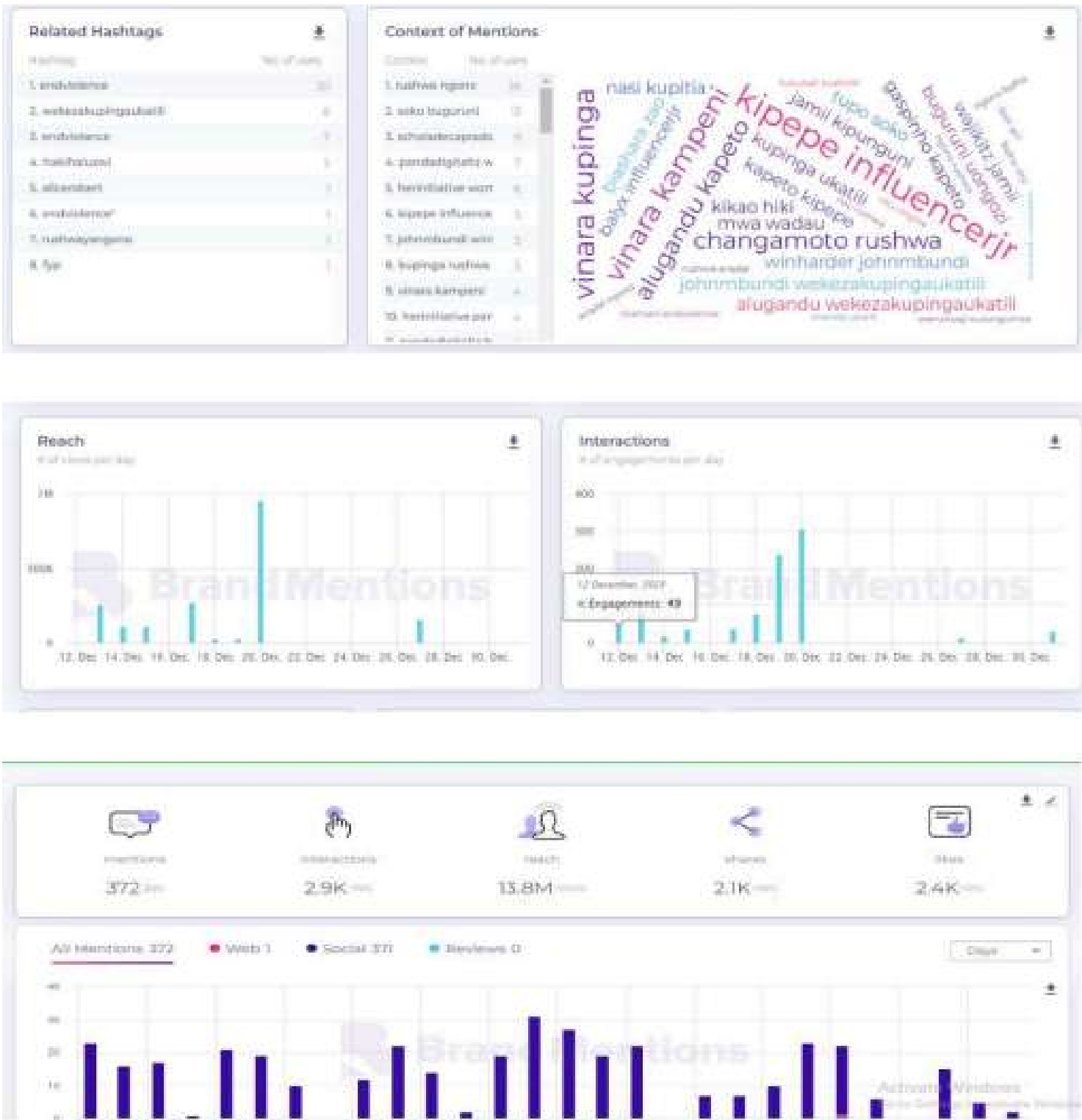
MADA
Athari ya rushwa ya Ngoni kwa wasichana
Jamili inazitambua?

Wachambuzi: Hamis R na Greyson M

• **Social Media**

Leveraging various social media platforms, our sextortion campaign accomplished an impressive online reach, actively engaging with a total of 12,000,000 people. The strategic utilization of social media proved instrumental in amplifying our message, disseminating informative content, and encouraging active participation in the campaign against sextortion.

By harnessing the power of online platforms, our objective was to cultivate widespread awareness and establish a digital community dedicated to combating sextortion. This substantial online reach not only signifies the campaign's success in connecting with a broad audience but also underscores the pivotal role of digital spaces in advocating for change and raising awareness on critical issues affecting young women entrepreneurs.



send me anonymous messages!

Nimeona issue ya Rushwa Ya Ngono Kama Afisa TAKUKURU nawashauri wanawake wote wanaopata hiyo Chagamoto waripoti vituo vya TAKUKURU vilivyokaribu Nao Watapata msaada mkubwa na hiyo Issue itashughulikiwa effectively.

JESUS Ms_Genya
@SchoiaDecaprado

Hivi Haki bila rushwa ya ngono inawezekana?

@Pandadigitaltz
@herinitiative
@WomenFund_TZ

#HakiHaiuzwi
#WekezaKupingaUkatili



2.3 Participating in Ending Harmful Practices In Africa

In the reporting year, Her Initiative played an active role in the Youth Advocacy Champion Training conducted in Addis Ababa, Ethiopia. This transformative training, organized by the UNICEF African Union Office in collaboration with the Spotlight Initiative Africa Program, was designed to empower and equip young leaders, including two representatives from Her Initiative, in the fight against harmful practices affecting children and young people.

The training featured a comprehensive curriculum including engaging sessions, presentations, group discussions, and advocacy training, utilizing the Youth Advocacy Guide (YAG) adapted by UNICEF through SIARP. The primary focus of the training was to cultivate leadership, advocacy, and communication skills among young champions, preparing them for impactful youth-led actions at the local, national, and global levels. This participation underscores Her Initiative's commitment to fostering empowered youth advocates and contributing to the collective efforts against harmful practices affecting the well-being of children and young people.



3.0 Objective 3; Institutional Growth/Organizational Development

3.1 COALITION WORK

3.1.1 Ni zamu ya wabunge

Her Initiative actively engaged in community mobilization and advocacy efforts focused on Sexual and Reproductive Health Rights (SRHR) and Gender-Based Violence (GBV), centering its efforts on advocating to end child marriage. The organization collaborated with the Women Coalition, participating in the campaign "Ni Zamu ya Wabunge," which specifically addressed the issue of child marriage.

This collaborative initiative was led by the Msichana Initiative Organization. Child marriage, defined as the act of marrying before reaching the age of 18, is a pervasive issue globally, with particular adverse effects on girls. By joining forces with the Women Coalition and contributing to the "Ni Zamu ya Wabunge" campaign, Her Initiative actively participated in addressing and combatting child marriage, acknowledging it as a significant problem requiring comprehensive advocacy and community mobilization efforts.

3.1.2 Investing in ending GBV under MKUKI Coalition

In 2023, our organization played a proactive and integral role as a dedicated member of the organizing committee for the 16 Days of Activism. As a key participant in the MKUKI coalition, we forged close collaborations with fellow members, particularly within the Communications and Branding sub-committee. Collaborating closely with the lead organization, WILDAF, we actively contributed to the meticulous planning and execution of activities aimed at raising awareness during the campaign.

Our engagement in the communications and branding sub-committee proved pivotal in ensuring the effectiveness of messaging and outreach strategies, thereby enhancing the overall impact of the 16 Days of Activism. Additionally, we actively participated in these 16 days alongside champions against sextortion, implementing our "Haki Haiuzwi" campaign to further advocate for gender-based violence prevention and awareness.

3.1.3 Participating in Organizing and Attending the NACONGO Dar Es Salaam Annual Meeting

In the reporting year, our organization played an active role in the NaCoNGO Annual Meeting for the Dar Es Salaam region, a significant event fostering dialogue between non-governmental organizations (NGOs) and government authorities. This gathering, held in July, featured RC Chalamila of Dar Es Salaam as the Guest of Honor, whose address emphasized the crucial role of NGOs in supporting government initiatives.

Our participation in this annual meeting presented a valuable opportunity for collaboration, dialogue, and the exchange of ideas between NGOs and government authorities. This engagement further solidified our commitment to making meaningful contributions to community development in the Dar Es Salaam region and highlighted the importance of fostering strong partnerships between NGOs and governmental entities for the greater good of the community.

3.1.4 Commemorating The Universal Declaration of Human Rights

In the reporting year, our organization actively participated in both organizing and attending the commemoration of the Universal Declaration of Human Rights, organized by LHRC. The primary aim of this event was to facilitate discussions on the global progress made in the promotion and protection of human rights, alongside addressing persistent challenges. The commemoration served as a gathering point for governments, international organizations, civil society, students, lawyers, policymakers, experts, and activists to engage in reflective discussions on the current state of human rights. It provided a platform to share best practices and strategize ways to address ongoing human rights violations. The diverse range of speakers, including persons with disabilities, business people, and activists, offered valuable insights into the specific challenges faced, particularly by women, in their pursuit of human rights. The event underscored our commitment to the cause of human rights and our active role in the collaborative efforts to address the complexities surrounding this critical issue.



3.2 Training and workshops for continuous Capacity Development to Rejuvenate and Grow Her Initiative’s Team Effectiveness and Efficiency

NETWORKING EVENT ORGANIZER	EVENT DESCRIPTION
Women In Tech Tanzania & Launch Pad	Women in Technology Conference in commemoration of International Women’s Day
Women Fund Trust	15th anniversary of Women Fund Trust Tanzania to celebrate the work of WFTT for the past 15 years
YUNA Tanzania	The National Youth Symposium on sexual reproductive health, Gender based violence and Mental Health.
Doris Mollel Foundation	SRHR Coalition training organized for Capacity Building Training on Intersectional Feminist Movement Building
Ford Foundation	8th East Africa Philanthropy Conference carrying the theme System Transformation Catalyzing Collective Action
JamiiForums	Reviewing Policies and Laws governing the use of digital spaces in Tanzania
Tanzania Gender Networking Program	Training on gender-sensitive budgeting
WiIDAF	Anti GBV champions Awards
World Bank	Attended the launch of the Women, Business, and Law Report for 2022 by the World Bank
Msichana Initiative	Stakeholders meeting organized by Msichana Initiative to strengthen efforts among members of the TEMNC network in ending child marriages
Tanzania Digital Awards	Tanzania Digital Awards
Tanzania Gender Networking Program	Launching of Re-entry policy brief

CONT.....

NETWORKING EVENT ORGANIZER	EVENT DESCRIPTION
Ministry of health	Training workshop on the implementation of social responsibility in the provision of health services to the organization
MEDEA-Tanzania	Sauti –Zetu A celebration of impact storyteling through raising awareness on HIV
KAS Tanzania	Digitalization conference on the future of digital economy and emerging technology for sustainable development
Tanzania Bora Initiative	Hii ni AFRIKA musical Festival
Digital Opportunity Trust	Scoping session aims to explore areas of synergy for ongoing beyond-project
UNDP	Launch of the second call For Funding application
East Africa Philanthropy Conference In Zanzibar	Aimed at creating dialogue on system transformation to foster collective action through finding collective initiative
TEN/MET and Caucus Convener	The Objective was to analyze 2023/2024 budget speeches from MOest, Tamisemi, the Ministry of Community Development, and the Ministry of Legal Affairs
Legal and Human right Center	Commemoration of 75th years of the universal declaration of human right and International Human right day.
TEN/MET	Participate in the African 2023 Webinar-aimed to The rights of the child in the Digital Environment.
Simulizi na Sauti Film Festival	To collaborate in implementing the Sauti zetu film festival under the objective of SRHR and GBV

Segal Family Foundation Annual Meeting

As grateful recipients of support from the Segal Family Foundation (SFF), we eagerly participated in the Annual Meeting held at the Kigali Convention Center in Kigali, Rwanda, from July 12th to July 14th. This gathering provided a unique opportunity to connect with fellow grantee partners, donors, and advocates within the SFF community.

The 8th East Africa Philanthropy Conference

In 2023, we were delighted to be among the attendees of the 8th East Africa Philanthropy Conference, where we actively participated in igniting conversations on funding transparency and equity for youth and women-led initiatives. This conference served as a vital platform for engaging in discussions and collaborative efforts aimed at advancing the empowerment and inclusion of marginalized groups. As participants, we were able to network, share knowledge, and collectively strategize towards driving positive social change in the East African region.



3.3 GLOBAL VISITORS

3.3.1 King Baudouin Foundation

In the reporting year, our organization hosted the King Baudouin Foundation (KBF) Prize Jury from September 11th to 15th, as part of their assessment to determine our eligibility for the EUR 200,000 prize. The visit encompassed an extensive and inclusive program agenda, involving engagement with partners, donors, stakeholders, and beneficiaries. The jury actively interacted with our team, board members, media representatives, implementing partners, feminist networks, donors, and government representatives. Post-visit, the announcement of the winner was scheduled for early 2024 following the development of a jury report in 2023. The purpose of the visit was to create a positive impression, build relationships, and ensure the proper coordination of stakeholders and project activities for the KBF assessment. This collaborative effort aimed to showcase our organization's commitment to excellence and strengthen our partnerships in pursuit of positive social impact.



3.3.2 Women First International Fund

Our organization took an active role in hosting the Women First International Fund (WFIF) for a comprehensive evaluation of our capacity and impact. The visit was designed to engage partners who possess a profound understanding of our work, and we orchestrated a field visit to vividly showcase the tangible impact of our initiatives. As a gesture of appreciation, we played a pivotal role in designing a magazine, encapsulating impactful stories, which served as a gift to WFIF. Beyond merely acknowledging our achievements, this visit played a crucial role in strengthening relationships with these pivotal supporters. It provided an opportunity to deepen understanding, foster collaboration, and showcase the meaningful impact of our organization's initiatives under the scrutiny of dedicated partners like WFIF.

3.3.3 Ford Foundation

In 2023, our participation in the Young Feminist Plus Fund Conference, hosted by the Ford Foundation, was a significant and transformative experience. The event provided a platform for diverse voices within the young feminist community, promoting inclusivity and dialogue across various backgrounds and perspectives. Through engaging discussions and collaborative efforts, we explored innovative approaches to amplifying the voices of young feminists, creating the way for meaningful contributions to the broader movement for gender equality.





3.4 EXHIBITIONS

In 2023, Her Initiative played an active role in numerous events and exhibitions dedicated to commemorating International Women's Day and advancing gender equality through innovation and technology in Tanzania. One notable highlight was the showcasing of Panda Digital among 12 innovations at the International Women's Day event, which centered around the pivotal role of innovators in promoting gender equality. The event underscored the pressing need to prioritize technology and innovation as essential tools in addressing gender-based violence, highlighting the organization's commitment to leveraging digital solutions to advance the cause of women's rights and equality in Tanzania. Her Initiative further demonstrated its commitment to promoting gender equality in the technology sector by actively participating as a panelist in the Women in Technology Conference.

This engagement facilitated meaningful discussions with stakeholders and young women actively involved in technology development, use, and promotion in Tanzania. The panel discussion shed light on the effective utilization of digital technology, particularly emphasizing the impact of Panda Digital, as a tool for the financial empowerment of young women.

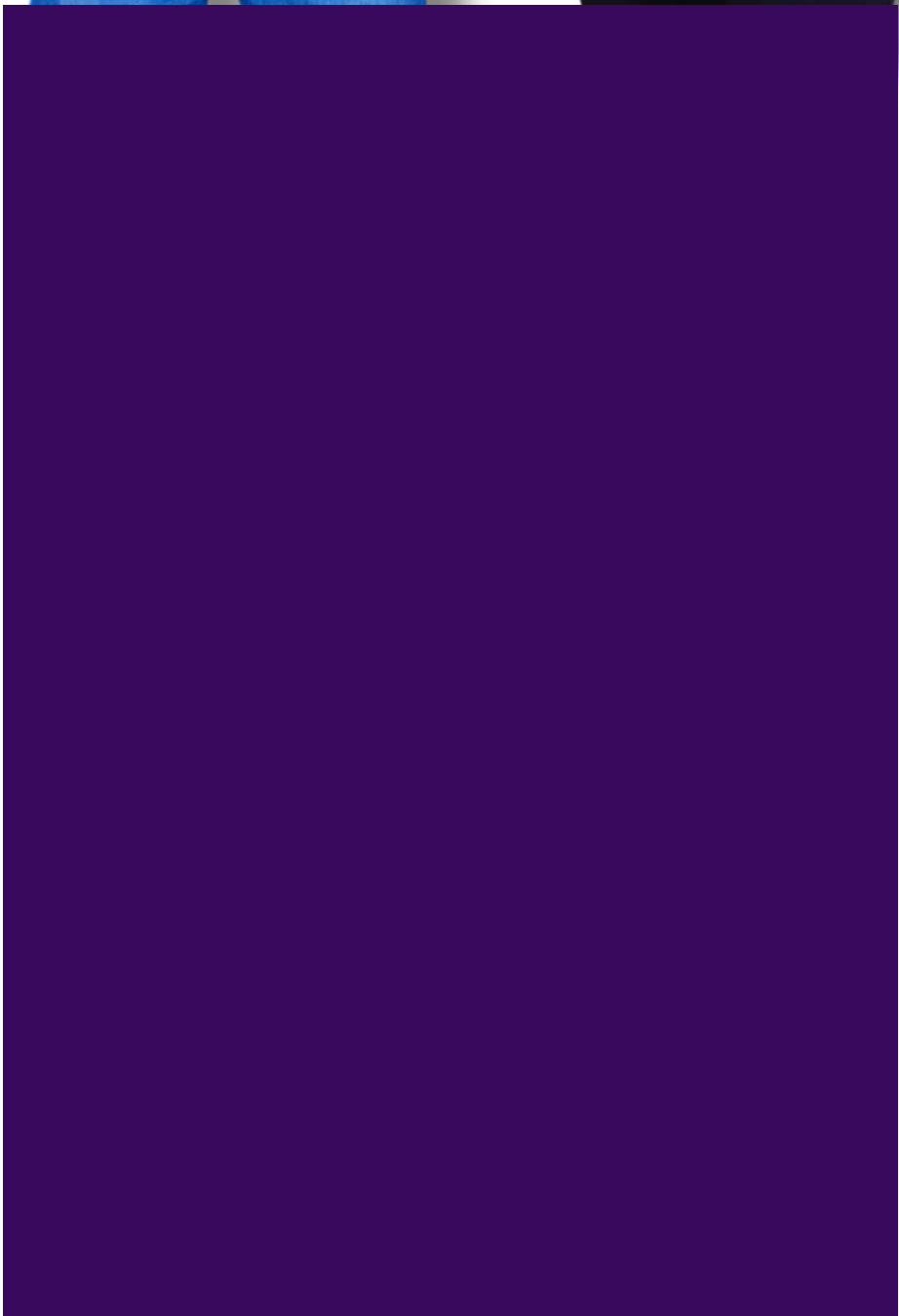
By actively participating in such forums, Her Initiative continues to contribute to the dialogue surrounding women's involvement in technology and advocates for innovative solutions that empower and uplift young women in Tanzania.

In collaboration with Women Fund Trust Tanzania to celebrate their 15th anniversary, Her Initiative actively engaged attendees in various activities aimed at showcasing the tangible impact of Panda Digital. This collaborative effort allowed us to spotlight the effectiveness of digital solutions in advancing women's empowerment.

Furthermore, as panelists in the CSW Forum organized by Women First International Fund, Her Initiative took the opportunity to address the significant barriers to digital inclusion faced by young women in Sub-Saharan countries. The discussions focused on advocating for collective action and strategic measures to foster a digitally inclusive society, emphasizing the importance of overcoming obstacles to ensure that young women can fully participate in and benefit from the digital era.

Panda Digital exhibitions took center stage at prominent events such as the Women in Tech Tanzania forums, the 15th-anniversary celebration of Women Fund Tanzania Trust, and a workshop held during the 30th-anniversary commemoration of the Gender Festival, which focused on the intersection of technology and feminism. These exhibitions served as impactful platforms to showcase the capabilities and impact of Panda Digital. By actively participating in these events, Her Initiative reaffirms its commitment to advancing gender equality through innovative solutions and technology in Tanzania.

These initiatives not only demonstrate the organization's dedication to leveraging digital tools for women's empowerment but also contribute to fostering a culture of inclusivity, bridging the gender gap in technology and promoting the intersectionality of technology and feminism in the Tanzanian context.



3.5 AWARDS AND RECOGNITION

THE GBV AWARD

In 2023, Her Initiative was honored with the prestigious Innovation and Technology Award in the Fight Against Gender-Based Violence, through the outstanding efforts of our Executive Director, Ms. Lydia Charles, she has been recognized for its remarkable contributions in combating gender-based violence.

This esteemed accolade was bestowed upon Ms. Charles by the Violence Prevention Network (MKUKI), and the award ceremony was graced by the presence of the esteemed Ambassador of Ireland to Tanzania. This recognition underscores the impactful work carried out by Her Initiative under the leadership of Ms. Charles.



DIGITAL INNOVATION AWARD IN JUSTICE

Her Initiative achieved a milestone as we were proudly honored to receive the prestigious Digital Innovation Award in Justice. Our team had the honor of attending the event, where we were recognized by the Tanzanian Digital Awards for our groundbreaking Panda Digital Platform.

This accolade explains our impactful efforts in mobilizing and advocating for digital justice, actively combating gender and digital disparities in digital access. The award underscores the significance of our mission and affirms our commitment to creating positive change in the digital ecosystem.



Idda Katigula

"Hello everyone, I'm 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 stands as a powerful testimony to the profound impact of the DigiMali project, which has been the catalyst for 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. The DigiMali program played a pivotal role in honing her skills in digital marketing and financial literacy, providing her with essential tools for success in the digital realm. Beyond personal achievements, Upendo's commitment transcended to a mission of paying it forward, recognizing the importance of empowering others through the skills and knowledge she gained from the program. Her journey exemplifies the transformative potential of initiatives like DigiMali in fostering not only individual growth but also a broader impact on community empowerment and positive change.

Demonstrating unwavering determination, Upendo took the initiative to share her acquired knowledge through Training of Trainers (TOTs). In 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, equipping these enthusiastic participants with the tools to navigate the digital landscape and explore the vast opportunities within the digital economy. Her commitment to empowering others by transferring the skills she gained from the DigiMali project highlights the ripple effect of capacity-building initiatives, creating a positive impact not only on individuals but also on the broader community as they gain the knowledge necessary for success in the evolving digital landscape.

Upendo's altruism and dedication serve as a beacon of inspiration, illustrating her profound belief in the power of knowledge dissemination for sustainable change. Her unwavering willingness to invest time and expertise in uplifting others exemplifies a commitment to creating a positive impact. Upendo's story resonates as a testament to the ripple effect that a single individual can initiate within their community, catalyzing a wave of transformation that transcends boundaries. Her actions highlight the potential for individuals to become catalysts for positive change, fostering a spirit of empowerment and community development through the sharing of knowledge and skills.

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 transformative 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. Upendo's dedication not only exemplifies the impact of capacity-building initiatives but also emphasizes the role of individuals as conduits for knowledge dissemination, fostering a cycle of empowerment and inspiration within the community.



5.0 OUR WORK TOWARDS DECADE OF ACTION AND AGENDA 2030

In the reporting year, Her Initiative showcased a dedicated commitment to advancing the Sustainable Development Goals (SDGs) through targeted initiatives in Tanzania. Our multifaceted programs strategically address various SDGs, with a notable focus on **SDG 1** (No Poverty). We equip youth, especially women, with employability skills and entrepreneurial opportunities, embodying our commitment to eradicating poverty and promoting economic empowerment. The Youth Employability Boot Camp, a flagship initiative, makes a significant contribution to **SDG 4** (Quality Education) by providing practical training to recent graduates, enhancing their skills and prospects for meaningful employment.

SDG 5 (Gender Equality) remains a central focus in our initiatives, evident through our support for women entrepreneurs, advocacy against sextortion, and efforts to empower women in leadership positions. Additionally, initiatives like Panda Digital actively contribute to **SDG 8** (Decent Work and Economic Growth) by fostering entrepreneurship and creating opportunities for sustainable employment.

Our active involvement in addressing challenges faced by marginalized groups, including people with disabilities, aligns with **SDG 10** (Reduced Inequalities). Furthermore, our programs incorporate mentorship and legal components, making a tangible impact on **SDG 16** (Peace, Justice, and Strong Institutions). The collaborative approach with partners exemplifies our commitment to **SDG 17** (Partnerships for the Goals), ensuring a comprehensive and impactful contribution to sustainable development in Tanzania.



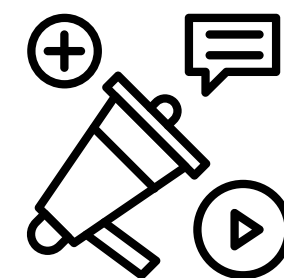
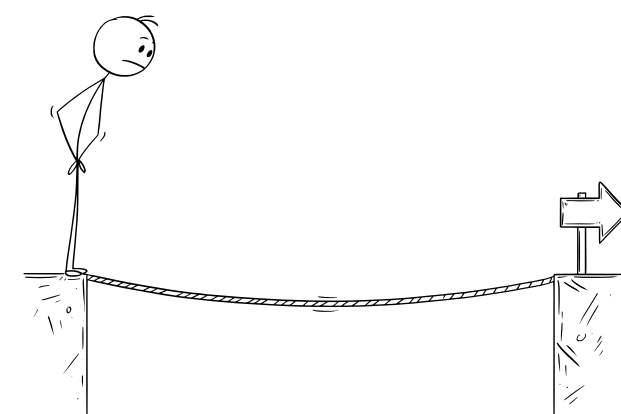
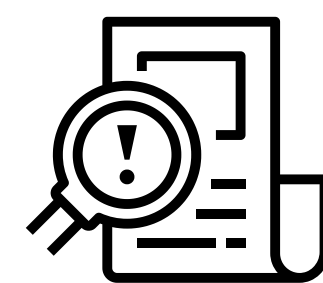
THE GLOBAL GOALS



6.0 CHALLENGES ENCOUNTERED

KEY LEARNINGS/LESSONS LEARNED

- In reflecting on our ongoing projects, a pivotal lesson has emerged – effective partnerships are indispensable for the success of sound projects. The project team has gained a profound understanding of the value derived from working collaboratively and maintaining flexibility throughout project implementation. This insight reinforces the importance of nurturing and leveraging partnerships as a cornerstone of our project management approach.
- As we strive towards our shared goals, a critical aspect demanding attention has surfaced. The observation that many government officials are relatively new to their roles underscores the potential for misinterpretation or misunderstanding of the programs implemented at various levels. Addressing this challenge requires a tailored approach, potentially involving targeted capacity-building initiatives and streamlined communication strategies to ensure a shared understanding among all stakeholders.
- In our pursuit of advancing digital platforms, we have encountered challenges associated with digital inclusion. It has become apparent that specific segments within our target audience face barriers in accessing and utilizing digital tools. This recognition prompts us to reassess our strategies, with a commitment to enhancing inclusivity and bridging the digital divide to ensure that the benefits of our initiatives reach all members of the community.
- Despite our extensive outreach efforts, gaps persist in community awareness regarding the scope and benefits of our initiatives. This quarter has illuminated the importance of refining our communication strategies to foster a comprehensive understanding within the communities we serve. Strategic communication adjustments will be integral to ensuring that our initiatives are not only well-received but also fully understood by the communities we aim to impact positively.
- The need for capacity building has emerged as a key consideration in the reporting year. Acknowledging that effective project implementation hinges on a deep understanding of programs and objectives, we are actively exploring opportunities to enhance the capacity of our team members and collaborating partners. This strategic focus aims to ensure that everyone involved is well-equipped with the knowledge and skills required to contribute optimally to the success of our initiatives, thereby fortifying the foundation of our ongoing and future projects.



7.0 OUR FUNDERS

- 1.Segal Family Foundation
- 2.Women Fund Tanzania
- 3.Women First International
- 4.The Kingdom Of the Netherlands
- 5.UN Women





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***Yes! To Financial
Freedom***

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