

**WOMEN LIVELI HOOD IMPROVEMENT THROUGH SMALL SCALE  
POTTERY PRODUCTION AT KIEMBESAMAKI ZANZIBAR**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF  
REQUIREMENTS FOR THE DEGREE OF MASTER IN COMMUNITY  
ECONOMIC DEVELOPMENT OF THE OPEN UNIVERSITY OF  
TANZANIA**

**2016**

**CERTIFICATION**

The undersigned certifies that, he has read and here by recommends for the acceptance by the Open University of Tanzania a Dissertation titled: ***“Women Liveli Hood Improvement through Small Scale Pottery Production at Kiembesamaki Zanzibar”***, in partial fulfilment of the requirements for the degree of Master in Community Economic Development of the Open University of Tanzania.

.....

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.....

Date

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## DECLARATION

**I, Jabu Sharif Haji**, do hereby declare that this is my own original work and that it has not been presented and will not be presented to any other University for a similar or any other degree award.

.....

Signature

.....

Date

**DEDICATION**

I dedicate this work to my entire family, specifically to my loving mother Fatuma Khamis, lovely husband JumaUbwa, my brother Issa Sharif and my son MgeniJuma and entire family for their encouragement and tolerance during my studies.

## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

This piece of work focused on women lack access to financial resources to run their businesses, poor marketing system and lack of appropriate knowledge on pottery processing skills. In Kiembesamaki village various methodologies and methods were used in this work. The details of information revealed through individual interviews, observation focus group discussion, Questionnaire, documentary review which are skillfully collected, analyzed and presented. Random sampling technique used in selecting respondents in order to ensure the availability of correct data. In Kiembesamaki District pottery production is among the potential enterprises accommodate most famers and small scale producers it is one of the potential and reasonably sub sector s which can generate income for the poor household. That potential notwithstanding, the sub sector is facing several production constraints that have limited its potentials for contributing to poverty reduction. The findings show that women at Kiembesamaki lack access to financial resources due to lack of knowledge, support from the government, difficulties of conditions of the financial institutions particularly banks and lack of collateral. Despite the mentioned constraints of pottery it is found that majority of women at Kiembesamaki Zanzibar, entrepreneurial skills required for producing pots and pottery production a reliable source for income generation, through capacity building and supply of improved pottery processing and equipment and develop pottery producers attitude, knowledge and skills for developing the Group as an economic enterprise.

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## **LIST OF ABBREVIATIONS**

|         |   |
|---------|---|
| BPRA    | Zanzibar Bossiness and Property Registration          |
| CBO     | Community Based Organization                          |
| CED     | Community Economic Development                        |
| CAN     | Community Needs Assessment                            |
| ECF     | East Coast Fever                                      |
| FGD     | Focus Group Discussion                                |
| IGA     | Income Generating Activities                          |
| MCED    | Masters in Community Economic Developments            |
| MDGs    | Millennium Development Goals                          |
| MSE     | Micro and Scale Enterprises                           |
| MKUZA   | Mpangowa Kupunguza Umasikini Zanzibar                 |
| MKUKUTA | Mpango wa Kupunguza Umasikini Tanzania                |
| NGOs    | Non Governmental Organizations                        |
| NCD     | New castle Diseases                                   |
| NSGRP   | National Strategy for Growth and Reduction of Poverty |
| SRS     | Simple Random Sampling                                |
| SIDP    | The sustainable Industrial Development Policy         |
| SWOT    | Strength, Weakness, Opportunities and Threat          |
| UWAKISA | Umoja wa Wafinyanzi Wanawake wa Kiembesamaki          |
| URT     | United Republic of Tanzania                           |



## **CHAPTER ONE**

### **PARTICIPATORY NEEDS ASSESSMENT**

#### **1.1 Background Information**

Participatory Need Assessment is an instrument which is used to disclose community situation, identify their needs, recognize income activities done to that particular community and resources presented and then that data used to find out their targeted priority and, developing plans and allocate resources like fund and other materials, in order to address the challenges facing that community. Participatory needs Assessment is very crucial because it involve particular targeted community and identifying community strength and weakness so as to concentrate to the area of concerns and enable community to utilize the possible resources available for their economic development.

For this study was to collect information regarding to improve livelihood through small scale pottery production Based their ranking the community members within the study area (Kiembesamaki village) through various stakeholders include potter producer group members identified income generation activities through “pottery production project by selling pots, would have been a solution to increase household income and development and therefore to improve their standard of living. Through this project community enable to involve on all process of project design bearing in mind the project involves the utilization of their livelihood.

The participatory assessment is a mechanism for determining from the community what specific activities are important and require a support. These participatory

methodologies have also led to the problem identification in the researched area. In Small business for Women comes from the struggling for the women empowerment in economy. Participation of women in economic activities contributes to the economic growth of their communities as well the country as a whole. Uwakisa group are small business entrepreneurs and attracted more on economic issues related to their livelihood; and women are more having the burden of the family care always suffer in life more rather than men do. Small scale pottery production business increases self employment for women and foster the opportunity to increase skills, education and reduce poverty among women community members. However, Majority of women in Kiembesamaki engaged in small business particularly production of porters but they are facing a lot of challenges in doing their businesses including shortage of capital and in access to loan, traditional technology and others.

## **1.2 Community Profile**

### **1.2.1 Geographical Location**

Kiembesamaki village is one among the Urban-West Region Zanzibar. It lies between latitudes 6217 degree and longitudes 39.217 degree. The village is bordered by Tomondo in the south, Mazizini in the west, Shakani in the east. The village has bimodal type of rainfall short rains (vuli) which, falls on November to January and long rain (masika) which falls between March to June that makes the ward to have two agricultural seasons.

### **1.2.2 Population**

According to 2012 census, Kiembesamaki village had a total population of 11,760 people with population growth rate of per year 2.7% out of that figure, male were

5,548 and 6,212 were females. It is estimated average household size was 4.8. This population goes online with the social services such as schools, health facilities, and good roads network.

### **1.2.3 Topography**

The main topographic features are associated with natural forest and largely characterized by agricultural production livelihood zones; the topography varies from plains to scattered ridges with sand and loamy types of soil which encourage agricultural activities which are dominants.

### **1.2.4 Climate**

The mean annual temperature is 28.5. With average high temperature is 23.75 and annual low temperature is 21.4 with average 17.83. Warmest month is December with an average temperature of 26 cent grade. The coldest month is September with average temperature of 16 cent grade. The village receives two rain seasons: short rains from October to December and long rains March April to May with an average of annual rainfall of 205 millimeter (mm)

### **1.2.5 Administrative structure**

Kiembesamaki village falls under Kiembesamaki constituency and shehia who lead by the community leaders who were selected from each sub village whose main responsibilities include administrative issues such as birth and death documentation, resources mobilization participating on village development projects, to participate in finding out solution from the addressed challenges that affect social, economic, and traditional within the village. It is also issues regarding to conflict resolution when

village members in conflict. To address various issues to village members probably from higher authority like district.

### **1.2.6 Economic Activities**

The economic activities of Kiembesamaki based on agriculture. The main crops are cassava, maize, vegetable fruits, also commercial activities, keeping domestic animal such as goats, sheep and local chicken, hand craft weaving, tailoring, farming, pottering. Most of the women has joined with the community group so as to bring about economic development.

#### **1.2.6.1 Agriculture**

Individual small-scale farmers grown include food crops grown cassava, banana, maize, sweet potatoes, and cash crops are watermelon, pilipili, fruits, vegetable, and cucumber and decline in soil fertility in some areas. Food crop production to a large extent is geared toward domestic consumption. In the recent years production of both food and cash crops has been declining due to un-reliable rainfall, continuous use of traditional production methods, lack of agricultural inputs and crop diseases and decline of soil fertility in some areas.

#### **1.2.6.2 Livestock Keeping**

Poultry, goats and few milk cows are kept by some villagers. Problems facing livestock include poor livestock husbandry, livestock diseases, water shortage and high costs of veterinary drugs. The livestock kept are kept most of the time attacked by various diseases such as East coast fever (ECF), Trypanosomiasis, Lump skin Diseases (LSD), New castle Diseases (NCD), Babesiosis, worms and deficiencies like mineral deficiency and the like.

### **1.2.6.3 Trade**

In Kiembesamaki, some of residents do commercial activities like selling spices, cassava, coconuts yams and selling rice, white flour, sugar, beans in retail due to inadequate capital.

### **1.2.7 Social Services**

Education, healthy delivery and water are among social services, which are very important aspect in the Kiembesamaki village.

#### **1.2.7.1 Health Issues**

There are two Dispensaries within the kiembesamaki one is Government hospital and private hospital that is Uwanjawandege Dispensary and Kiembesamaki dispensary. Villagers of Kiembesamaki have access to health, which provided with private and public sector.

Majority of the community use Government hospital because of the quality health care delivery and affordability of services. This community depends on government hospital rather than private due to their income. The villagers depend on water, which supplied by ZAWA this resulted to reduce of spread diseases such as cholera.

#### **1.2.7.2 Education**

There is one secondary school at Kiembesamaki village and one primary school, which is from standard one to standard seven. The distance from village to school it is about 1.5 km.

### **1.2.7.3 Water**

In Kiembesamaki there is no problem of water. The villagers depend on water, which supplied by ZAWA this resulted to reduce of spread diseases such as cholera. ZAWA collect some amount of money to the users and should pay the bill in monthly basis.

### **1.2.8 Mission**

The Uwakisa group members is aimed at increasing sustainable generating income through potter production by selling potter products, improving potter production technology and to be business competitor to this products so as to improve livelihood and will alleviate poverty among group members and community members as a whole.

### **1.2.9 Vision**

Community has increased household income and development by improved sustainable pottery production project.

#### **1.2.9.1 Targeted Group**

This community need assessment targeting to Kiembesamaki women group, known as Uwakisa. (Umoja wa wafinyanzi wanawake wa Kiembesamaki) is the group Of 15 women employed in informal sector and they focus on small business specifically producing potter. The group faces the serious challenges including to gain low income for their family survival, inadequate support from community leaders and insufficient capital from grant and loan. In view of those challenges inspired me to work on them in order to share ideas on how we can switch the situation. The

chairperson and secretary administratively manage the group; both are elected from the group members.

### **1.3 Community Needs Assessment**

Community Need Assessment (CNA) is more essential to this study because it help to know the reality to the particular community and provide the decision regarding to the needs and available asset of the community. During this stage each members of the group has the right to participate in discussion and give comments on the identified needs and come up with priorities. During this stage all group members identified their needs, this means that to identify the needs and determine possible concerns so as to construct program intended at community change.

These were initial plans that aimed to ensure project sustainability and impact on the community as they authentically participated in the exercise. The CNA has been much focused to women because women are marginalized and discriminated. They are the victim of gender violence and they are not allowed to make decision on matters in the community. One of the major reasons for this is that they don't have economic power, which leads them to be inferior in decision-making and all matters concern social issues. During community assessment, the study made use of the following objectives.

#### **1.3.1 CNA Overall Objectives**

To identify priority needs that can be used to Small scale pottery production to improve livelihood to Uwakisa group at Kiembesamaki.

### **1.3.1.1 Specific Objectives**

The Specific objectives of this community needs assessment were:

- (i) To identify the main income generating activities in the community.
- (ii) To determine economic opportunities and constraints facing community members in pottery production.
- (iii) To examine the main identified problems in the pottery production community members
- (iv) To investigate the favorable factors on pottery production sustainable in the community
- (v) To evaluate the suitable intervention have been taken on improving the pottery production project in the community.

### **1.3.1.2 Research/CNA Questions**

- (i) What are the main income generating activities in the community?
- (ii) What are economic opportunities and constraints which facing community members in pottery production?
- (iii) What are the main identified problems in the pottery production community members?
- (iv) What are the favorable factors on pottery production sustainable in the communities?
- (v) What are the suitable intervention have been taken on improving the pottery production project in the community?



### **1.3.1 Community Needs Assessment Methodology**

This research used both quantitative and qualitative research methodologies. Quantitative method was employed to assess various socio economic variables, based on quantitative information collected such as the population of the study, family size and income level and education level. Qualitative method was used where some qualitative information gathered through this method include decision making processes in the community and resource mobilization.

### **1.3.2 Research Methodology**

#### **1.3.2.1 Research Design**

Cross-sectional studies are simple in design and are aimed at finding out the prevalence of a phenomenon, problem, attitude or issue by taking a snap-shot or cross-section of the population. The survey used a cross sectional design in which simple random sampling and purposive sampling were used to select a representative sample. The process of conducting CAN involved two methods namely, survey and focus group discussion.

#### **1.3.2.2 Sampling Techniques**

Sampling technique was engaged to pick 50 respondents of whom from pottery producer, potter consumers. There were 5 members from the village government, to that particular shehia, participate fully in the CNA discussion. 15 members from the kiembesamaki women group, 30 respondents are community members. This collectively makes a total of 50 respondents. The cross sectional research design allows data to be collected at a single point in one time and used descriptive study and for determination of relationship of variables in the study area (Bailey, 1998) the

design provides a snap shot of variables in the study area at one particular point of time.

#### **1.3.2.1 Sampling Procedures**

The sampling of the project was 50 respondents consisting of whom from pottery producers, women, men, elders and community leaders. The age range of respondents were categorized as 26-35 > 36-45>46-55. The respondents were purposively sampled in collaborations with Community leaders because these are the areas where are believed to face different social and economic problems. Individuals for Focus Group Discussion, which comprises of (15) members were selected during the meeting with the village leaders and divided into three groups of 5participants each had the same questions. Focus Group Discussions comprised of men, women and elders in the same group. Participants were holding discussion at interacting situation, which were highly encouraged by group members. Focus Group Discussions comprised of men, women and elders in the same group. Discussions held in these meetings centered on problems facing the Kiembesamaki community and they are well participated and give out their needs. Also questions were administered to 35 respondents randomly.

#### **1.3.2.2 Data Collection Methods**

Both primary and secondary data were collected during the survey process. Primary data were collected through questionnaires and semi-structured interview and observations and secondary data were obtained through various documents include District profiles, household budget survey and document of census and other document which has very important data.

### **(a) Questionnaires**

This is a survey tool that gathers data over a large sample, was used in this to determine options and studies of the respondents on problems facing community members who involved in pottery production and other community members. It covers a wide area and has no bias on the side of survey or and respondent. It was used to solicit socio-economic information that might govern the access to financial resources in addressing the problem. Questions were administered to 35 respondents only 32 respondents field the questionnaires. Before the actual survey, an hour was dedicated for training the interviewees for the sake of quality control and was briefed with the objective of the survey.

### **(b) Interview**

Interview is among the techniques of data collection in which information was obtained in face-to-face situation. The interview was done for each individual respondent separately using semi-structured questions.

### **(c) Observations**

The survey engaged at the target group and observes physically without direct participating on the business. This method helped the researcher to understand the situation and content of the pottery production.

### **(d) Focus Group Discussion**

Focus Group Discussions was employed aimed at collecting data, which were very important and increasing quality of data and give ideas and provided their experiences on knowledge regarding their background on opportunities, challenges

regarding to pottery production and how to overcome those challenges. Participants were holding discussion at interacting situation, which were highly encouraged by group members. Three groups of 5 participants each had the same questions.

(e) **Documentary Review**

In this method was used to collect secondary data and information such as community profile as well as district profile. Community plans was used to review issues related to socio-economic of the study area. Other review regarding on technical aspect on particular researched topic; challenges, opportunities and achievement within the village were identified.

**1.3.2.3 Reliability and Validity**

Triangulation was used to test reliability of the findings. The aim was to maximize reliability and come up with the same findings. There were as well as the careful sampling of study population as a result woman in Kiembesamaki become influenced and become more and motivated before and after data collection exercised. Also questionnaire used were very interested by the Kiembesamaki women group due to their corporation shown.

The sample used were very interested because it increased the researcher's ability draw the reliable and valid data Triangulation was used to maximize validity such as the use of multiple methods including Focus Group Discussions, semi structured interview and reviews of secondary data. Different study population was studied such as men, women and youth.

#### 1.3.2.4 Data analysis methods

In this CNA the method, which used to analyze data is the community quantitative data from questionnaires was analyzed by using the Statistical Package for Social Scientists (SPSS 16.0) and the results presented in a graph and tabular form to make meaningful interpretation.

#### 1.4 CNA Findings

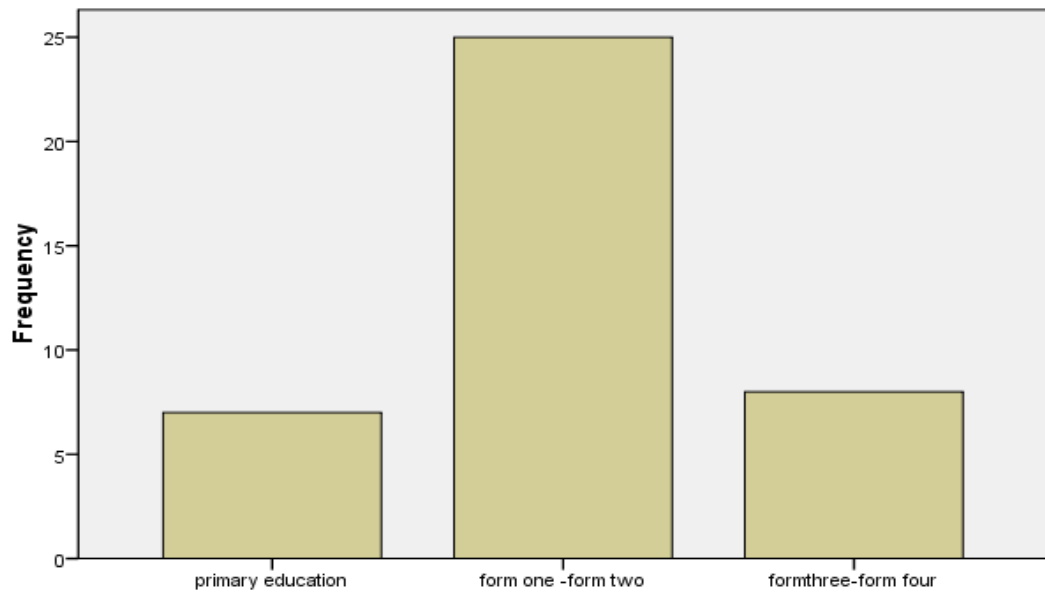
Findings from the CNA from Kiembesamaki village are presented below basing on the method and type of data collection; which were analyzed depending on whether quantitative or qualitative For closed ended questions were analyzed and the results presented in tabular form followed by elaborations of the tables; and the closed ended questions where each responded aired out his/her thoughts were also analyzed but findings presented as elaborations.

**Table 1: Age Group of Respondents in Kiembesamaki Community**

|              | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|-----------|--------------|---------------|--------------------|
| Valid 18-25  | 3         | 7.5          | 7.5           | 7.5                |
| 26-35        | 12        | 30.0         | 30.0          | 37.5               |
| 36-45        | 17        | 42.5         | 42.5          | 80.0               |
| 46-55        | 8         | 20.0         | 20.0          | 100.0              |
| <b>Total</b> | <b>40</b> | <b>100.0</b> | <b>100.0</b>  |                    |

Source: Survey Data (2016)

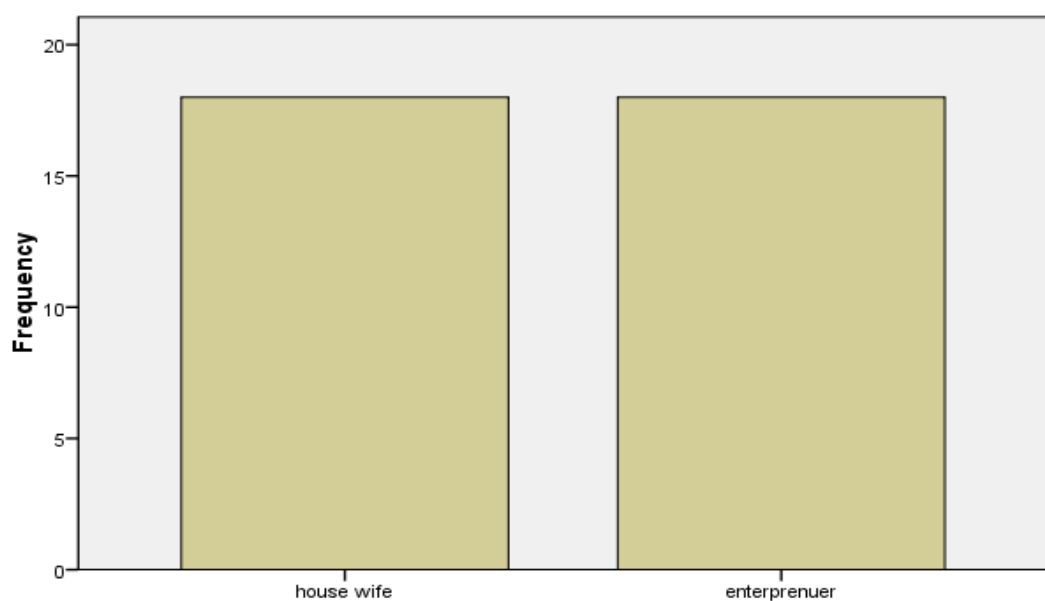
The information from Table 1 revealed that 42% of the respondents out of 40 are in the age group between 36-45 while the age group of 26-35 of respondents age is 30% out of 40 also 46-55 were only 20% and 18-25 were 7.5%, this implies that most of the group members are in the position to engage in economic activities.



**Figure 1: Education of Respondents**

Source: Survey Data (2016)

According to respondents 10% were found to hold primary education which is basic education while 90% were found to hold form one to form two and 10% were found to hold form three to form four this implies that the level of education which they have has implication on doing small business and make competitive.



**Figure 2: Respondents 'Employment Status**

Source: Survey Data (2016)

Data in Table 3 shows that majority of this people live in this community were not Government employed 10% were house wife and 10% were entrepreneur this implies that the Kiembesamaki community were deployed in self employed in small business to satisfy their needs

**Table 2: Income Generating Activities**

|              |           | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|-----------|-----------|--------------|---------------|--------------------|
| Valid        | Pottery   | 12        | 30.0         | 32.4          | 32.4               |
|              | Weaving   | 7         | 17.5         | 18.9          | 51.4               |
|              | Tailoring | 4         | 10.0         | 10.8          | 62.2               |
|              | Farming   | 6         | 15.0         | 16.2          | 78.4               |
|              | Pastoral  | 8         | 20.0         | 21.6          | 100.0              |
|              | Total     | 37        | 92.5         | 100.0         |                    |
| Missing      | System    | 3         | 7.5          |               |                    |
| <b>Total</b> |           | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

Data shows that the Kiembesamaki community has the income generating activities such as weaving, tailoring, and farming and pastoral, we have seen that potter is a good business it is about 30% consent rate on this kind of business as an income sources. This is because potter production is useful and marketable.

**Table 3: Quality of Life Improvements**

|              |        | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|--------|-----------|--------------|---------------|--------------------|
| Valid        | Yes    | 29        | 72.5         | 74.4          | 74.4               |
|              | No     | 10        | 25.0         | 25.6          | 100.0              |
|              | Total  | 39        | 97.5         | 100.0         |                    |
| Missing      | System | 1         | 2.5          |               |                    |
| <b>Total</b> |        | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

Data shows that about 73% agree the work improve their lively hood while 25% of the respondents did not agree with work to improve their livelihood. This is due to the fact that low technology, low entrepreneur skill, inadequacy of science and technology. This lead to the poor improvement of work (business).

**Table 4: The Capital Improvement Status**

|                | Frequency | Percent      | Valid Percent | Cumulative Percent |
|----------------|-----------|--------------|---------------|--------------------|
| Valid Yes      | 29        | 72.5         | 80.6          | 80.6               |
| No             | 7         | 17.5         | 19.4          | 100.0              |
| Total          | 36        | 90.0         | 100.0         |                    |
| Missing System | 4         | 10.0         |               |                    |
| <b>Total</b>   | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

The Table 4 show their capital improved income about 72.5% while 17.5% were not improved their income through capital this implies that majority of respondent depend on their business activities because they are self employed and they get the income through the business which they done so agree that through capital the income will improve.

**Table 5: The Respondent's Challenges in the Business Activities**

|              | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|-----------|--------------|---------------|--------------------|
| Valid Yes    | 39        | 97.5         | 97.5          | 97.5               |
| No           | 1         | 2.5          | 2.5           | 100.0              |
| <b>Total</b> | <b>40</b> | <b>100.0</b> | <b>100.0</b>  |                    |

Source: Survey Data (2016)



The majority respondent that they are facing the challenges in their business activities is about 97.5% this shows that the community facing challenges during their business, this lead to the low productivity of the pottery product, among the challenges which they face is the use of poor tools on pottery production, The result of low tools show that the produced potter does not meet the standards on market this will hinder the development of their business and lead to low income to the community.

**Table 6: The Respondent's Challenges in Business Activities**

|                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------|---------|---------------|--------------------|
| Valid Inadequate of funds | 12        | 30.0    | 30.8          | 30.8               |
| Low income                | 9         | 22.5    | 23.1          | 53.8               |
| Inadequate of resources   | 18        | 45.0    | 46.2          | 100.0              |
| Total                     | 39        | 97.5    | 100.0         |                    |
| MissingSystem             | 1         | 2.5     |               |                    |
| Total                     | 40        | 100.0   |               |                    |

Source: Survey Data (2016)

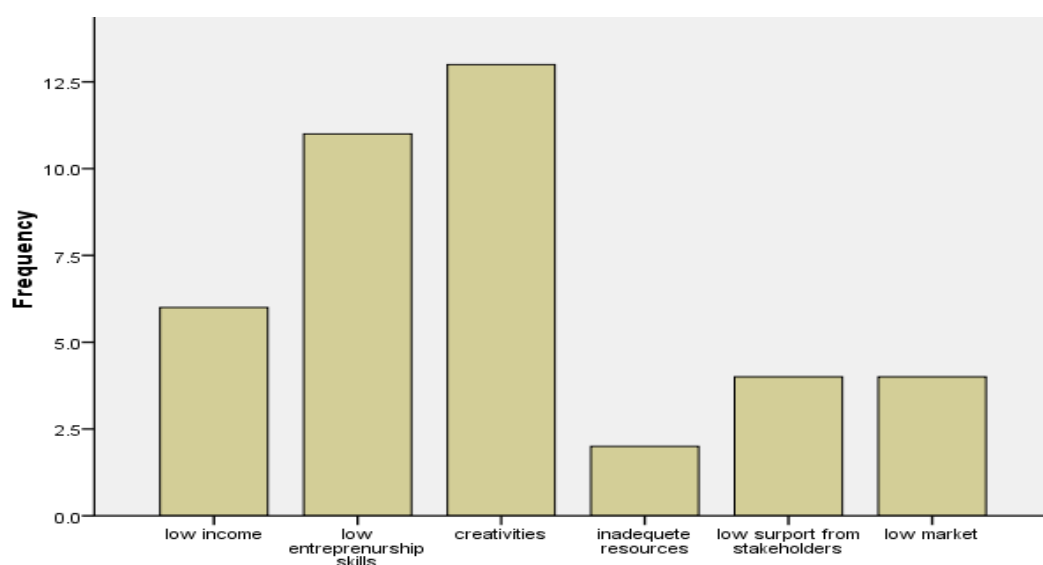
The majority respondent that they are facing the challenges in their business activities is about 97.5% this shows that the community facing challenges during their business, this lead to the low productivity of the potter, among the challenges, which they face is in adequate of funds, low income to foster their business about 45% of the respondents facing the challenges of in adequate of resources this situation resulted from failure to make profit.

**Table 7: The Community Most Challenging Issues**

|                               | Frequency | Percent      | Valid Percent | Cumulative Percent |
|-------------------------------|-----------|--------------|---------------|--------------------|
| Valid low income              | 6         | 15.0         | 15.0          | 15.0               |
| low entrepreneurship skills   | 11        | 27.5         | 27.5          | 42.5               |
| Creativities                  | 13        | 32.5         | 32.5          | 75.0               |
| inadequate resources          | 2         | 5.0          | 5.0           | 80.0               |
| low support from stakeholders | 4         | 10.0         | 10.0          | 90.0               |
| low market                    | 4         | 10.0         | 10.0          | 100.0              |
| <b>Total</b>                  | <b>40</b> | <b>100.0</b> | <b>100.0</b>  |                    |

Source: Survey Data (2016)

The result depict that it is about 32.5% of the respondents say that the most challenging issues to their business activities is the low creativities and 27.5% answered low entrepreneurship skills is the most challenging, followed by 15% said low income while 10% select the low market and low support from stakeholders and the last is the in adequate resources is 5%.

**Figure 3: Most Challenging Issues of Respondents**

Source: Survey Data (2016)

**Table 8: The Business Capital**

|              |        | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|--------|-----------|--------------|---------------|--------------------|
| Valid        | Yes    | 26        | 65.0         | 70.3          | 70.3               |
|              | No     | 11        | 27.5         | 29.7          | 100.0              |
|              | Total  | 37        | 92.5         | 100.0         |                    |
| Missing      | System | 3         | 7.5          |               |                    |
| <b>Total</b> |        | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

About 65% of the respondents agreed that they have received business capital to foster their business activities while 27% they are not received business capital.

**Table 9: Challenges in Provision of Loan**

|              |               | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|---------------|-----------|--------------|---------------|--------------------|
| Valid        | Delaying      | 7         | 17.5         | 18.9          | 18.9               |
|              | low           |           |              |               |                    |
|              | qualification | 17        | 42.5         | 45.9          | 64.9               |
|              | high demand   | 13        | 32.5         | 35.1          | 100.0              |
|              | Total         | 37        | 92.5         | 100.0         |                    |
| Missing      | System        | 3         | 7.5          |               |                    |
| <b>Total</b> |               | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

The majority responded that they need loan in their business but they are facing challenges in provision of loan due to many reasons among them are 17.5 caused by delaying, 32.5 high demand and 42.5% has low qualification and lead to fail to compete.

**Table 10: The Willingness of the Respondents to Continue to their Business**

|              | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|-----------|--------------|---------------|--------------------|
| Valid Yes    | 37        | 92.5         | 92.5          | 92.5               |
| No           | 3         | 7.5          | 7.5           | 100.0              |
| <b>Total</b> | <b>40</b> | <b>100.0</b> | <b>100.0</b>  |                    |

Source: Survey Data (2016)

Table12 shows the willing ness of the respondents to continue to the bussiness about 92.5% agree while only 7.2% they are not willing in continue to their bussiness.

**Table 11: The Type of Capital of the Respondents**

|                | Frequency | Percent      | Valid Percent | Cumulative Percent |
|----------------|-----------|--------------|---------------|--------------------|
| Valid Loan     | 16        | 40.0         | 69.6          | 69.6               |
| Aid            | 2         | 5.0          | 8.7           | 78.3               |
| Gift           | 3         | 7.5          | 13.0          | 91.3               |
| Grant          | 2         | 5.0          | 8.7           | 100.0              |
| Total          | 23        | 57.5         | 100.0         |                    |
| Missing System | 17        | 42.5         |               |                    |
| <b>Total</b>   | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

The majority of the respondents depend on loan as their capital to improve their business it is about 40% and the rest which, is very few depend on aid, gift and grant.

**Table 12: The Participation from the Stakeholder**

|                | Frequency | Percent      | Valid Percent | Cumulative Percent |
|----------------|-----------|--------------|---------------|--------------------|
| Valid Yes      | 25        | 62.5         | 65.8          | 65.8               |
| No             | 13        | 32.5         | 34.2          | 100.0              |
| Total          | 38        | 95.0         | 100.0         |                    |
| Missing System | 2         | 5.0          |               |                    |
| <b>Total</b>   | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

During the interview 62.5 % of the respondents said that they have got the participation from the stakeholders while 32.5% said that they do not have the participation from the stakeholders this result the low production of the business.

**Table 13: Respondents Sponsor**

|                          | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------------------|-----------|--------------|---------------|--------------------|
| Valid government sponsor | 16        | 40.0         | 64.0          | 64.0               |
| private sponsor          | 9         | 22.5         | 36.0          | 100.0              |
| <b>Total</b>             | <b>25</b> | <b>62.5</b>  | <b>100.0</b>  |                    |
| Missing System           | 15        | 37.5         |               |                    |
| <b>Total</b>             | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

The finding of the research show that about 40% of the respondents depend on the loan come from the Government sponsor this due to the fact that the community not

aware on other sources of getting sources of capital to the business. While 22.5 depend on private sponsor.

**Table 14: Challenges in Provision Loan**

|              |                   | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|-------------------|-----------|--------------|---------------|--------------------|
| Valid        | Delaying          | 7         | 17.5         | 18.9          | 18.9               |
|              | low qualification | 17        | 42.5         | 45.9          | 64.9               |
|              | high demand       | 13        | 32.5         | 35.1          | 100.0              |
|              | Total             | 37        | 92.5         | 100.0         |                    |
| Missing      | System            | 3         | 7.5          |               |                    |
| <b>Total</b> |                   | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

The study has enable to realize that the provision of loan is the most obstacle to this community to promote their business activities due to many reason among them is delaying it is about 17.5%, high demand 32.5% and the low qualification contribute much in provision loan to that particular community this resulted disappointment to the business activities.

**Table 15: The Respondents' Needs**

|              |                            | Frequency | Percent      | Valid Percent | Cumulative Percent |
|--------------|----------------------------|-----------|--------------|---------------|--------------------|
| Valid        | increased income           | 12        | 30.0         | 30.8          | 30.8               |
|              | supplied capital           | 5         | 12.5         | 12.8          | 43.6               |
|              | poverty reduction          | 7         | 17.5         | 17.9          | 61.5               |
|              | increase commercial        | 3         | 7.5          | 7.7           | 69.2               |
|              | entrepreneurship education | 8         | 20.0         | 20.5          | 89.7               |
|              | adequate fund              | 4         | 10.0         | 10.3          | 100.0              |
|              | Total                      | 39        | 97.5         | 100.0         |                    |
| Missing      | System                     | 1         | 2.5          |               |                    |
| <b>Total</b> |                            | <b>40</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

We have seen that increased income is an alternative need to the community it is about 30% of the respondents agree on it. It is confirmed that majority of respondents concentrate on pottery production as a good business due to the environment of the Kiembesamaki community and they get income from this business activities but they get low income, which hinder the development of the family and community at large because most of them are women and take care of children.

**Table 16: Favourable Factor's on Pottery Production**

|                 | Frequency | Percent      | Valid Percent | Cumulative Percent |
|-----------------|-----------|--------------|---------------|--------------------|
| Valid Fund      | 5         | 12.2         | 12.5          | 12.5               |
| skilled lab our | 17        | 41.5         | 42.5          | 55.0               |
| market          | 7         | 17.1         | 17.5          | 72.5               |
| Tools           | 2         | 4.9          | 5.0           | 77.5               |
| equipments      | 5         | 12.2         | 12.5          | 90.0               |
| supports        | 4         | 9.8          | 10.0          | 100.0              |
| Total           | 40        | 97.6         | 100.0         |                    |
| Missing System  | 1         | 2.4          |               |                    |
| <b>Total</b>    | <b>41</b> | <b>100.0</b> |               |                    |

Source: Survey Data (2016)

It was realized that 41% of the respondents agree that skilled lab our is the favorable factors on pottery production to sustain, followed by market 17% this

revealed that in order to the pottery production to be success should have skilled labour to produce more products and accessibility to the market so as to improve the livelihood to the women (pottery producers) and community at large.

#### 1.4.1 Community Needs Prioritization

A number of community needs were mentioned and were prioritized so as to come up with one most needed as shown on table 19 below as per CAN findings; it is about 30% of the respondents ranked that increased income as the most priority. Pair wise ranking technique was used to prioritize.

**Table 17: Community Needs Prioritization**

| Community needs            | Increased income           | Supplied capital           | Poverty reduction          | Increased commercial       | Entrepreneurship skill | adequate fund              | Score | Rank |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------|----------------------------|-------|------|
| Increased income           |                            | Increased income           | Increased income           | Increased income           | Increased income       | Increased income           | 12    | 1    |
| Supplied capital           | Supplied capital           |                            | Supplied capital           | Supplied capital           | Supplied capital       | Supplied capital           | 5     | 4    |
| Poverty reduction          | Poverty reduction          | Poverty reduction          |                            | Poverty reduction          | Poverty reduction      | Poverty reduction          | 7     | 3    |
| Increased commercial       | Increased commercial       | Increased commercial       | Increased commercial       |                            | Increased commercial   | Increased commercial       | 3     | 6    |
| Entrepreneurship education | Entrepreneurship education | Entrepreneurship education | Entrepreneurship education | Entrepreneurship education |                        | Entrepreneurship education | 8     | 2    |
| Adequate of fund           | In adequate of fund        | Inadequate fund            | adequate of fund           | adequate of fund           | adequate of fund       |                            | 4     | 5    |

Source: Survey Data (2016)

#### 1.4.2 Chapter Conclusion

The major findings of the study was that the Kiembesamaki women group priority need is increased income due to the fact that the pottery production is the highly business activities in which majority of them engaged in, during the Survey most of the respondents continued to their business. But their own business must have increased their income because the community live in low income level caused by many reasons including poor knowledge on small business management, low level of



entrepreneurial education, lack of financial resources to foster their business, lack of capacity to understand the income generating activities to own business. All in all there is a need of intervention to this group so as to ensure that they have to compete on this competitive advantage to the business development. Based on the survey findings it is understandable that the women group at Kiembesamaki can maintain their business activities provided that their income will be increased so as to enhance economic development.

### **1.5 Swot Analysis**

In this community project a SWOT Analysis tool used to ensure successfully and sustainability of this project. Through directive of facilitator participants analyzed their situation in term of Strength, weakness; opportunities and Time frame were conducted in relation to this “Pottery project to the community of Kiembesamaki village.

#### **Strength**

- (i) Availability of building used for processing pottery products in the Kiembesamaki village.
- (ii) Women Group community (pottery producer)
- (iii) Environmental friendly for pottery producing
- (iv) Community office
- (v) Leadership well organized

#### **Weakness**

Lack of local expert on pottery producers within community members

Donor dependency Project

Inadequate skills on pottery producers

Inadequate fund for business operation

### **Opportunities**

Availability of clay soil

Availability of market

### **Time frame**

Project schedule have addressed in implementing this project to ensure issues are moving as planned.

**Table 18: Schedule for Training Activities**

| <b>S/N</b> | <b>Activity</b>   | <b>Time frame</b>                   |
|------------|---|-------------------------------------|
| 1          | Meeting with community council and community members to discuss on the proposed project | First week March,2016               |
| 2          | Meeting with stakeholders donor to lobby for fund and mobilization of resources         | 2 <sup>nd</sup> week of March, 2016 |

## **CHAPTER TWO**

### **PROBLEM IDENTIFICATION**

#### **2.1 Background to Research Problem**

The chapter observe intensity the various problems which were identified in the previous chapter as being the most needs of the community and later been taken as community problem which had to be addressed by a development project agreed by majority of stakeholders.

According to the participatory assessment which was conducted at Kiembesamaki village, various challenges were identified include shortage of capital, in access to loan, traditional technology, low knowledge on income generating activities (IGA) and low knowledge on marketing system. While women are active in MSEs, they face particular problems and challenges in developing their businesses. It is commonly asserted that women frequently face gender bias in the socio-economic environment in which they operate. They also face problem of different social, cultural, educational and technological challenges than men when it comes to establishing and developing their own enterprises, and accessing economic resources (Mayoux, 2001).

#### **2.2 Problem Statement**

In this period of globalization of world trade, an increasing role is being assigned to the private sector in many developing countries. In parallel to, and as part of this shift there has been the emergence of the micro and small scale enterprises (MSEs) as a significant component in economic development and employment. In many

countries, Zanzibar is not excluded, this sector with both its informal and formal components has increasingly been seen as a means of generating meaningful and sustainable employment opportunities, particularly for those at the margins of the economy i.e. women, the poor and people with disabilities (ILO, 1998). Women are limited participation in the formal trade sector (UNDP, 2010). Recent research shows 40 to 50 percent of enterprises in developing countries are owned and run by women (Schlein, 2008). Generally there are too many obstacles that women at Kiembesamaki face in the pottery production, which include a lack of financial capital, inadequate human capital potential, lack of adequate network structures.

Despite this, women are viewed as more conscientious about repayment of loans and considered less risky by micro-credit organizations (UDEC, 2002). Micro-credit organizations targeting women; often do so through group lending or group-based collateral arrangements (Chijoriga, 2000). Whilst this suits some women it does not suit all, particularly those that are growth oriented (Hadiya, 1998).

Furthermore, without adequate access to loans, credit, or savings the business women will remain in their status. This was found to be true during my visits to Uwakisa group at Kiembesamaki. Thus a legal regime which ignores this reality will simply perpetuate the fundamental underlying inequality. Considering that women are most who engaged in informal sector and contribute to country economic development however, it is worth focusing on this majority but marginalized group.

Ensuring that women have adequate access to financial resources is a key tenet of successful women to develop their businesses. Policy makers have long understood

that many women in the informal sector cannot meet their needs for capital, so they must strategies opportunities to boost women businesses, enhance their income and improve their well-being (Besley, 1995; Boucher et al., 2008, and; World Bank, 2008). This study challenges inability of women to run their businesses due to lack of access to financial resources including capital, credit, loan, saving etc.

However, community at Kiembesamaki has in-adequate skills on pottery production, lack of appropriate technology due to lack of training, experiences and learn from others like field visits. Inadequate access to financial resources has been identified as a core problem, which is becoming a source for the existence of other problems to persist in the community. Lack of entrepreneurship skills, low income, Lack of financial institutions to access loan and Number of household It targeted 50 community members of Kiembesamaki (pottery producer group) dependants.

### **2.3 Project Description**

The project based on establishment of the project based on the women livelihood improvement through small scale pottery production. The project will be carried out at Kiembesamaki village in Urban west District. The project will be implemented at Kiembesamaki Village It targeted 45 community members of Kiembesamaki Village (Uwakisa pottery producer group) are the primary beneficiaries. But in the course of project development other beneficiaries such as village community, pottery suppliers, other stakeholders, such as Governments, There contribution is very important in the process of promoting pottery production community development for the group. This project will strengthen the Kiembesamaki economy and scale up skills arrangement by capacity building through training on pottery production.

### 2.3.1 Target Community

The target community is women, ranged between 20 to 40 years in Kiembesamaki village. The study has revealed that for the project to be successful and grown-up, women should be improved in micro and small scale enterprises (MSEs) by establishing new technology in processing pottery production, capacity building in the entrepreneurs skills, youth should establish revolving fund scheme and establish income activities and also women should increase working capital. The project is essential for women to establish income generating activities so as to be improved their livelihood through pottery production. To ensure efficiently implementation of the project the project will be under supervision of Uwakisa group, at Kiembesamaki Village in West district At a total of 15 community members ‘Pottery producers’ who were primary beneficiaries and also other community members as indirect beneficiaries.



**Figure 4: Uwakisa Group during Pottery Producing**  
Source: Survey Data (2016)



**Figure 5: Uwakisa Women Preparing Clay for Making Pottery Product**  
Source: Survey Data (2016)



**Figure 6: A Product Made by Uwakisa Group at Kiembesamaki**  
Source: Survey Data (2016)

### 2.3.2 Stakeholders

Stakeholders in this project include the 15 direct beneficiaries and where the whole Kiembesamaki villagers will indirect beneficiaries of this project. Women pottery producer group members, Ministry of Labour, Empowerment Youth, Elders

Women, and Children, Ministry of Trade, Industries and Marketing, West District Council Officers, Pottery consumers, Shehas. A stakeholder's analysis is shown in Table 18.

**Table 19: Stakeholders Analysis**

| <b>Stakeholders Analysis</b>                                       | <b>Awareness of the Project</b>                                  | <b>Roles on the Project</b>   |
|--|--|---|
| Ministry of Labour, Empowerment, Youth, Elders, Women and Children | Involved in the project design and implementation                | <ul style="list-style-type: none"> <li>-Technically and financially supported the project</li> <li>-Design and implementation of technical and business extension services to women entrepreneurs</li> <li>- Management of targeted education and training programs</li> <li>-Facilitation of access to credit for women through credit guarantees</li> </ul> |
| Zanzibar Business and Property Registration Agency(BPRA)           | Involved in the project design and implementation                | <ul style="list-style-type: none"> <li>-Provide registration for business including small scale enterprises and give out education on importance of registration of business</li> </ul>   |
| District Council Officers  | -Active and well involved from project design and implementation | -Provide extension services   |
| Pottery consumers  | -informed during designing                                       | Provide market center   |



|   |   |   |
|---|---|---|
|   | of the project and participate fully in the processing period   |   |
| Shehas/Local Leaders                          | -Well come the project and participated in designing and implementing of the project<br>-Encourage society to participate fully in the project implementation | -Received contribution from pottery selling   |
| MCED Student                                  | Conduct participatory research through CNA  | Disseminate the findings of all stakeholders by encouraging members to do project                         |
| Ministry of Trade, Industries and Marketing , | Promote group members on attending on exhibitions and fair Trade Training   | Promote and vide educate (SMEs) and group community entrepreneurs to attend on exhibitions and fair Trade |

Source: Survey Data (2016)

### 2.3.3 Project Goals in CED Form

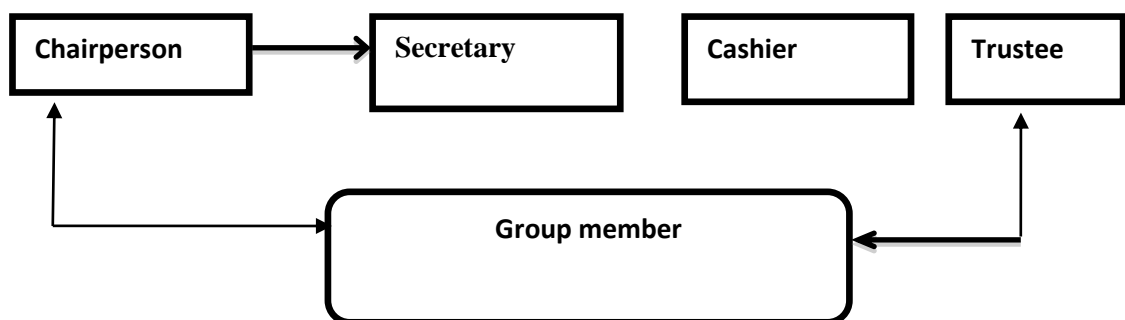
The project goal is to improve Kiembesamaki women groups' livelihood through pottery production.

#### 2.3.3.1 Host Organization

The host organization for this project is the community Based Organisation (CBO) called UWAKISA, based at Kiembesamaki. It was established on 2014 by 15 founder members of which all are women and they have registered under the local

government land act 2012. It was established with the aim of promoting pottery production so as to increase income from selling their product. For the effectiveness and efficiency, the group has its own leaders who are chairperson, secretary.

Stakeholder's that were jointly identified by the group were Ministry of Labour, Empowerment, Youth, Elders, Women and Children, Zanzibar Business and Property Registration Agency (BPRA), District Council Officers, Pottery consumers, Shehas/Local Leaders, MCED Student, Ministry of Trade, Industries and Marketing.



**Figure 7: Organizational Structure**

### **2.3.3.2 Vision Statement**

Improve livelihood and bring sustainable living environment and income generating activities.

### **2.3.3.3 Mission of Pottery Production Group**

Through the use of improved appropriate technology Kiembesamaki pottery produced group aimed at creating sustainable development and poverty reduction among group members and community at large by produce Quality products and be with competitive market, so as to be sustainable income.

## **2.4 Chapter Conclusion**

This chapter presents the main problem that contributes to other existing problems for group members. Introducing this business activities (pottery production) bring about economic development to that particular community and resulted in reduction of poverty and improve the livelihood of the women at Kiembesamaki and community at large.

## **CHAPTER THREE**

### **LITERATURE REVIEW**

#### **3.1 Introduction**

This chapter is a review of work that has been done by other workers on the empowerment of special groups within community. The review is divided into three mainly parts including theoretical, empirical and policy review. In theoretical reviews, the emphases were to describe the theory behind empowerment on income generating activities. Empirical review, consider actual work done by others in different places, detailing methodologies, out comes, experiences and lessons learnt. It also narrates the relationship and importance of empowering women pottery producers group. The last chapter ends by analyzing policy issues as they impact the project.

#### **3.2 Theoretical Literature**

##### **3.2.1 Definitions of Key terms**

###### **3.2.1.1 Pottery Products**

Pottery products are distinctive part of the visual culture of indigenous peoples in most parts of the world. In traditional Africa, pots are widely used for many purposes and different types of pots are made in different communities for household and also for religious purposes. (Perani, and Smith, 1998) Speight and Toku (1999), Sadr & Smith (1999) and Mercader et al. (2000) trace the history making in Africa from archaeological findings of pottery shards from Sudan. Indigenous pottery is handmade by shaping plastic clay into objects and firing them to appreciable

temperatures in the open fire or in pits to bring about a permanent physical and chemical change, (Baba, 2009).

Communities all over the world produce material culture for varied reasons. This involves both simple and complex societies. Pottery production was one of the earliest technologies adopted by farming communities. They used pots as storage facilities for their agricultural produce (Sharer and Ashmore, 1987). This industry has continued up to date. Because of this, pottery has been studied to understand cultural groups, how they adapt and manipulate the environment to meet their needs and their relationship with other people.

### **3.2.2 Community**

Community defined as people of the same origin, living in the same area or people with similar occupations; people who are joined by some or all of these elements. In addition, as a result of developments in transport and other communication technologies, almost all communities in the world are so close to one another that they have formed international communities such as United Nations, Based on a common belief in equality, peace and universal development (URT, 2006). It also refers to an identifiable population living in a location with defined geographical and/or administrative boundaries and involved in social, economic and political relations that largely take place in the locality (URT/JICA 2005).

### **3.2.3 Livelihoods**

Livelihoods are ways of keeping one self meaningfully occupied by using one's endowments (human and material) to generate adequate resources to meet the

requirements of the household in a sustainable manner. Household members use their capabilities and their assets to carry out activities through which they gain their livelihoods. Livelihood opportunities can be enhanced or limited by factors in the external environment and these factors determine the vulnerability context in which households to operate (Satge et al, 2002).

### **3.2.4 The Concept of Entrepreneurship**

The concept of Entrepreneurship was first established in the 1700s, and the meaning has evolved ever since. Many simply equate it with starting one's own business. Most economists believe it is more than that. To some economists, the entrepreneur is one who is willing to bear the risk of a new venture if there is a significant chance for profit. Others emphasize the entrepreneur role as an innovator who markets his innovation. Still other economists say that entrepreneurs develop new goods or processes that the market demands and are not currently being supplied.

In the 20th century, economist Joseph Schumpeter (1883-1950) focused on how the entrepreneur's drive for innovation and improvement creates upheaval and change. Schumpeter viewed entrepreneurship as a force of "creative destruction." The entrepreneur carries out "new combinations," thereby helping render old industries obsolete. Established ways of doing business are destroyed by the creation of new and better ways to do them.

Business expert Peter Drucker (1909-2005) took this idea further, describing the entrepreneur as someone who actually searches for change, responds to it, and exploits change as an opportunity. A quick look at changes in communications –

from typewriters to personal computers to the Internet – illustrates these ideas. Most economists today agree that entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all societies. In the developing world, successful small businesses are the primary engines of job creation, income growth, and poverty reduction. Therefore, government support for entrepreneurship is a crucial strategy for economic development.

As the Business and Industry Advisory Committee to the Organization for Economic Cooperation and Development (OECD) said in 2003, "Policies to foster entrepreneurship are essential to job creation and economic growth." Government officials can provide incentives that encourage entrepreneurs to risk attempting new ventures. Among these are laws to enforce property rights and to encourage a competitive market system.

## **3.2 Empirical Literature**

This section includes the literature review on previous project/research which relates to Kiembesamaki pottery production group. Constraints to pottery production, market channel in pottery production.

### **3.2.1 The Ministry of Local Government and Rural Development (2006)**

Indicates that, clay, the major raw material in pottery production, is still abundant in notable Ewe communities that make it possible for the production of pots. The pottery production process involves clay winning and preparation, forming, decorating and firing, and sometimes smoking. The two most extensively used forming methods are pinching and coiling. Indigenous pottery as a domestic art has

for many years been the exclusive preserve of women, especially the elderly (Majuk, Erim, Ajor, 2010; Rattray, 1927). Problem facing pottery production as explained by various scholars in different field of study

### **3.2.2 Failure to Develop Mindset (A Case of Ghana)**

There is the need, therefore, to change the concept of indigenous pottery activities as a way of life to that of a profitable commercial and industrial art occupation, (Adutwum, 2013).

Repackaging selected indigenous pottery will play a supportive role in achieving the transformation of the indigenous art industry from its subsistence orientation to a commercially attractive, viable, and dynamic sector, which is vital for the achievement of sustained equitable growth.

Research of the past two decades in several Akan ancient settlements such as Akyem-Kotoku, Manso, Dawu-Akuapem, Akwamu, AssinTwifo-Hemang, Kwahu-Twindorase, AdanseAhisan and Asante Mampongten have demonstrated that in the period AD 1200-1800, pottery became more and more complex in style as society grew in population and complexity and more sophisticated in its tastes. (National Commission on Culture, 2010). For example, the Luo and Luyia of western Kenya whereas others like the Okiek of Kenya never engaged in regular monetary trade with regard to pottery. Langenkamp (1999) reports that the distribution of pots made by potters in the rural area often starts at home where the potter makes and sells pots to members of the family or community or to individual customers or traders who collect on previous orders.



### **3.2.3 The Absence and/or Inaccessibility of Advanced Transport (A Case of Kenya)**

Most rural potters carry their products to nearby localities such as weekly markets, workshops with collective sales outlets, shops and market stalls in rural and urban centers. An informal Distribution network evolves from those places where potters and traders meet on a regular basis to exchange pots and money. Inter - market traders, well established road side merchants in Kisumu and Nairobi, retailers like Spinner's Web or those who have established permanent market stalls within Nairobi's City market, flower shops and nurseries like the Rosslyn River Garden Centre at Nairobi, Pepper's at Nakuru or Pabari Nurseries at Kisumu, galleries like African Heritage, hotels and restaurants and the large number of commercial and alternative trade organizations which export handicrafts from Kenya, form the framework of the marketing and distribution of traditional pottery today.

### **3.2.4 Absence of Technology; (A Case of Kenya)**

A case study, published in September 2009, reflects on recent findings that Kenyan potters must learn to think like entrepreneurs, developing new products and marketing them far and wide. A recent study of small - scale earthenware manufacturers in Kenya conducted by Matanda (2007) with support from Trust Africa suggested a close correlation between entrepreneurial orientations -one's capacity for taking risks and being proactive, innovative, autonomous, and competitive and the ability to identify, enter, and exploit new markets. Matanda found Kenya's potters to have the mindset in terms of being productive, aggressive, and innovative.

### **3.2.5 Lacking the Information Needed to Tap into New Markets. (A Case of Kenya)**

She states they need training to understand the market better. In relation to this, the nature of the pottery ware produced by the central Bantu people, comprising of Meru, Embu, Kikuyu and Kamba, has contributed to the crafts poor economic performance among most central Bantu communities. All of them produce a similar type of purely utilitarian round - bottomed pottery, simple in shape, rough in fabric and texture, poorly fired and with little to no decoration (Wandibba et. al., 1989) which never attracted popular market recognition beyond its cultural boundaries.

### **3.2.6 The Administrative Background of the (A Case of Mbeere. Kenya)**

The split of the Mbeere from the Embu later led to the formation of Mbeere District in 1996. Mbeere District was therefore an administrative district in the Eastern Province of Kenya; its headquarters being Siakago town. It was divided into six divisions namely: Gachoka, Mwea, Evurore, Siakago, Kiritiri and Makima. In the year 2009, the district experienced a split; Mbeere South District whose headquarters is in Kiritiri town and Mbeere North District with headquarters in Siakago town. Currently, Mbeere North District, which is the district of study is divided into four administrative divisions; Evurore, Kanyuambora, Siakago and Muminje. Evurore.

### **3.2.7 Poor Production/Local Product (A Case of Songo Mnara, Tanzania)**

Most ceramics analyzed have a sandy paste – either as a temper or as a natural property of the clay. Grog was also a common non-plastic inclusion, found frequently in bowls and jars. In terms of production, most bowls and plates were

fully oxidized, while jars and bowls commonly had gray or black pastes, which may point to low firing conditions. Songo Mnara ceramics are generally undecorated; only 20% of the rims had painted, incised, or raised decorations.

### **3.3 Policy Review**

#### **3.3.1 Tanzania Development Vision 2025**

The Tanzania Development Vision foresees that by the year 2025, “Tanzania should have created a strong, diversified, resilient and competitive economy, which can effectively cope with the challenges of development and, which can also easily and confidently adapt to the changing market and technological conditions in the regional and global economy”. The challenge is therefore to mobilize human and other resources towards that goal. The vision has three principles objective namely:- achieving high quality livelihood for its people, attain good governance through the rule of law and building a strong and resilient economy that can effectively withstand global competition.

Tanzania Development Vision 2025 seeks to transform from a low productivity agricultural economy to semi-industrialized one lead by modernized and highly productive agricultural activities which are buttressed by supportive industrial and service activities through actively mobilization of people and other resources towards the achievement of shared goals. In the Poverty Reduction Strategy, the Government has decided to promote private sector participation including Small and Medium Enterprises.

#### **3.3.2 Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP II)**

The Revolutionary Government of Zanzibar (RGoZ) has plans to take advantage of Zanzibar's strategic geographical location, including the existing opportunity to accommodate ocean going vessels, to transform the whole of Zanzibar into a Special Economic Zone (SEZ) within the East African Community. This plan is in tandem with the Zanzibar's Growth Strategy and will be ***Zanzibar Strategy for Growth and Reduction of Poverty*** Page 28 implemented under MKUZA II. This strategic action will promote rapid economic growth by using fiscal and regulatory regime to attract large volumes of trade, foreign investment and technology.

The implementation of the proposed SEZ for Zanzibar will call for major legal, institutional and fiscal set ups reforms. It will also have far reaching consequences and hence there will be need for a study to undertake a careful analysis of the concept and formulation of roadmap to guide successful implementation of SEZ. The study should also propose the best approach to sell this idea to the EAC such in order to get the Community's endorsement and support.

### **3.3.3 Manufacturing Sector/SMES**

The manufacturing sector in Zanzibar is dominated by the SMEs. Given the vast demand for manufactured goods, manufacturing has the potential for being a key driver of growth. According to OCGS statistics, total manufactured exports in the year ending June 2008 were US\$ 3.9 million, accounting for around a quarter of total exports. Manufacturing, however, has tended to underperform and currently accounts for only 4 percent of GDP (within the industry classification), down from 5.9 percent of GDP in 2003. The vast majority of Zanzibar's manufactured exports were in

textiles and garments. Other important manufactured exports are wood products, coconut oil, arts and handicrafts, spices as well as products from agro processing.

#### **3.3.4 The Sustainable Industrial Development Policy (SIDP) 1996 – 2020**

The Sustainable Industrial Development Policy - SIDP (1996 - 2020) places specific emphasis on promotion of small and medium industries through the following measures:

Supporting existing and new promotion institutions, simplification of taxation, licensing and registration of SMEs and improve access to financial services. In addition, SIDP encourages informal sector businesses to grow and be formalized. Furthermore, the policy identifies measures to enable indigenous entrepreneurs, women, youth and people with disabilities to take part in economic activities.

#### **3.3.5 Small and Medium Enterprise Development Policy 2002**

In Tanzania the SME sector has been recognized as a significant sector in employment creation, income generation, and poverty alleviation and as a base for industrial development. The sector is estimated to generate about a third of GDP, employs about 20% of the Tanzanian labour force and has greatest potential for further employment generation.

However, Tanzania has never had a specific policy focusing at the development of SME sector. The different policies have various uncoordinated programmes and interventions aimed at supporting the sector with limited impact. This has resulted in a number of gaps leading to inability to address the core constraints inhibiting the growth of the sector. This has made it difficult to exploit the existing potentials for

acceleration of SME development and limits its ability to exploit the exciting potential of SMEs to accelerate growth.

### **3.3.6 National Strategy for Growth and Reduction of Poverty (NSGRP)**

This is the second national organizing framework for putting the focus on poverty reduction high on the country's development agenda. The NSGRP is informed by the aspirations of Tanzania Development Vision (Vision 2025) for high and shared growth, high quality livelihood, peace, stability and unity, good governance, high quality education, and international competitiveness. It is committed to the millennium Development Goal MDGs) as internationally agreed targets for reducing poverty, hunger, diseases, illiteracy, environmental degradation and discrimination against women by 2015.

### **3.3.7 Tanzania Poverty Reduction Strategy Paper (2000)**

Malnutrition among children is a good indicator of poverty levels or social wellbeing. Available statistics reveal that there is a considerable degree of chronic malnutrition in Tanzania. In 1996, 43 percent of the children under five were found to be stunted (low height for age) and 18 percent were severely stunted. Acute malnutrition is measured in terms of weight for height, (that is "wasting"). In 1996, 7 percent of the children under five were classified as wasted, and 1 percent was severely wasted. A combined measure of chronic and acute malnutrition is weight for age. More than 30 percent of the children under five are under weight for their age. Comparisons with earlier data on children's nutrition status show that there has hardly been any improvement over the past decade.

### **3.3.8 Women and Gender Development Policy (2002)**

The aim is to mainstream gender issues in all aspects of policy in planning, resources allocation and implementation. The government has enacted several significant pieces of legislation to support women's right to land tenure and inheritance and against gender based violence. Tanzania implements this policy so as to improve women livelihood by enhancement of economic empowerment of women, improvement of women's access to education and training.

### **3.3.9 Tanzania Strategy for Growth Reduction of Poverty (MKUKUTA)**

It has included gender as a cross cutting issue; stakeholders are trying to increase attention to the monitoring of the gender indicators.

## **3.4 Literature Review Summary**

Many researchers have been done in the pottery production however small scale or local/traditional pottery producers have not been researched most. However most of the researches were related to women in gender issues rather than looking for the improved their livelihood through (SMEs) by looking technology and financial gap, marketing, challenges and opportunities. Little or no more have been done to promote on increase production of pottery, improve small scale tools and equipment and processing ports to the pottery groups to generate more income and improve standard of living. Therefore this project is purposely done to minimize the information gap particularly in promoting pottery production and processing and improved technology. Create good access to markets for pottery products, capacity development for user groups to generate income.

### **3.4.1 Chapter Conclusion**

In this chapter, the literature, theoretical, and policy empirical reviews have been well illustrated. Theoretical reviews details on various ideas on the works done by other authors about pottery production activities at different levels, while empirical reviews carry practical experience about previous works done Different policy reviews related to Kiembesamaki pottery Producer Group project with collaboration with other stakeholders.



## **CHAPTER FOUR**

### **PROJECT IMPLEMENTATION**

#### **4.1 Overview**

In this chapter explains the project implementation and what has actually been implemented by focusing on the products and output from the project, activities undertaken to achieve the objectives, responsible persons, resources required and timeframe for accomplishment. The chapter also highlights on the tentative budget resources used as well as responsible personnel in each activities planned .it will also report what was accomplished and what was not and the reasons for not being done. The implementation of the project was based on community needs assessment which was carried out during the participatory assessment process. This involved understanding of their income generating activities of the communities 'members. The community analysis was to cover aspects such as the community analysis was to cover the administrative structure of the society, population characteristics, economic activities, social stratification and the leadership patterns in the community.

#### **4.2 Product and Output**

**Table 20: Project out Puts and Activities**

|  | <b>OBJECTIVES</b> | <b>OUTPUT</b> | <b>ACTIVITIES</b> |
|--|-------------------|---------------|-------------------|
|--|-------------------|---------------|-------------------|

|   |   |   |   |
|---|---|---|---|
| 1 | .To enhances income generating through pottery production to Uwakisa group by the end of 2016.  | <ul style="list-style-type: none"> <li>• Access pottery product to Uwakisa group produced</li> </ul>                              | 1.To increase pottery products and increase customers and income among pottery producers                                  |
|   |   |   | 2. To sensitize community using the product   |
|   |   |   | 3.To conduct training on pottery product processing by using technology and added value to pottery producer.              |
| 2 | Increased customers awareness on accessibility to the market by the end of June,2016  | <ul style="list-style-type: none"> <li>• Pottery market awareness raised to the customers</li> </ul>                              | 1. To conduct training on awareness to the customers.   |
|   |   | <ul style="list-style-type: none"> <li>• customers interested to the product that produced</li> </ul>                             | 1. To conduct training on awareness to the customers.   |
| 3 | To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | <ul style="list-style-type: none"> <li>• Group members trained and sensitized on pottery production</li> </ul>                    | 1. To train 15 group members on quality pottery products  |
|   |   | <ul style="list-style-type: none"> <li>• Appropriate technology and quality products on pottery production sensitized.</li> </ul> | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment               |
|   |   |   | 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products |
| 4 | To sensitize community members on entrepreneurship education  | <ul style="list-style-type: none"> <li>• Group members were skilled on pottery production</li> </ul>                              | 1. Conduct training on entrepreneurship in pottery products.  |
|   |   |   | 2. To acquire basic training and experience to the best market and profitability of the pottery product                   |

Source: Research in Progress (2016)

#### **4.2.1 Project Outputs**

The expected outputs of the pottery project were to produce access pots and supply of high quality product (pottery product) also to produce community access to affordable pottery products (pottery product), enhanced market system, well skilled community on pottery, training on entrepreneurship, using appropriate technology in producing the pottery product so as to enable the project produce according to the market demand and customer. This outputs provides opportunity to the Uwakisa groups to produce more product, quality, access and availability of the customer. The Kiembesamaki women will have the capacity skills in small scale pottery production and improve profit this lead to the improvement of the livelihood of the community and society at large.

#### **4.2.2 Project Planning**

Pottery production requires critical skills and knowledge on how the project can be undertaken. The project planning involved the following major steps. Identification of project objectives, sequencing the identified project activities, identifying preparation responsible people, identifying facilities equipment and services and services needed and preparing the Budget plan monitoring and evaluation tools

#### **4.2.3 Implementation Plan**

Implementation plan portray how the project was carried out to achieve project outputs, objectives and the overall goal. In the implementation process the project

involved the following key stakeholders, community Development agenda, community Economic Development (CED) Student Ministry of Labour, Empowerment, Youth, Elders Women and children, village council, Ministry of Trade, Industries and Marketing, Zanzibar Business and Property Registration Agency (BPRA) Ministry of constitution and legal affairs and human resource. The roles and responsibilities of each stakeholders, are described in the Table 21.

#### 4.2.4 Project Inputs

To accomplish this project goal, which is improving livelihood through pottery production at Kiembesamaki Community some inputs were required, included financial, material and resource person and services. Resources person was group members, district officers, village council, Government personnel such as (BPRA) Officers, Government institutions, NGOs, local Government leaders. Financial resources were used during the implementation of the project so as to facilitate training, sensitization meeting, and capacity building.

**Table 21: Implementation Plan**

| Objective   | Outputs  | Activity   | Input  | Responsible   | Time frame   |
|---|--|--|--|---|--|
| To enhance income generating through pottery production to Uwakisa group by the end of 2016 | Access pottery product to Uwakisa group produced | 1.To conduct training to mobilize group members on increasing Quality products | -Transport facilities<br>Stationeries<br>-Hire facilitator<br>-Group members | CED Student, CED group community members & stakeholders | 3 <sup>rd</sup> week of April, to 4 <sup>th</sup> week of April 2016 |
|   |  | 2. To sensitize community using the  | -Writing material  | CED students -group                                     | 4 <sup>th</sup> week of  |

|   |   |   |  |   |   |
|---|---|---|--|---|---|
|   |   | product   | -brochure  | members<br>-consultant  | April<br>2016                                     |
|   |   | 3.To conduct training on pottery product processing technology and added value to pottery producer.                       | -Writing material<br><br>-brochure<br><br>- technicians                                    | CED students<br>-group members<br>-consultant                     | 4 <sup>th</sup> week of April 2016                |
| Increased customers awareness on accessibility to the market by the end of June,2016  | Pottery market awareness raise and accessibility to the market and more customers | 1. To conduct training on awareness raising to the market to the group members  | Group members, transport, stationery   | CED Student , group members ,facilitators                         | 1 <sup>st</sup> the week of May 2016              |
| To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | -Group members trained and sensitized on pottery production and processing        | 1.To organized one day training to 15 group members on quality pottery products   | -Transport facilities<br><br>-writing materials<br><br>-Hire facilitator<br>-Group members | Community members<br>CED Students, community leaders stakeholders | 3 <sup>rd</sup> -4 <sup>th</sup> week of May 2016 |
|   |   | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment               |  |   |   |
|   |   | 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products |  |   |   |

|  |  |  |  |   |  |
|--|--|--|--|---|--|
|  | Appropriate technology and quality product on pottery production sensitized. | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment  | -Transport facilities<br><br>-writing materials<br><br>-Hire facilitator<br><br>-Group members<br><br>-Clay soil | 4.Facilitators<br><br>Community members                                     | 1 <sup>st</sup> week of June 2016                  |
| To sensitize community members on entrepreneurship education | Group members were skilled on pottery production                             | 1.Conduct training on entrepreneurship knowledge in pottery products   | Stationeries<br><br>-Trainer<br>-transports<br><br>- consultants   | CED student, .Facilitators<br><br>Community members<br>Development Officers | 2 <sup>nd</sup> Week of June 2016                  |
|  |  | .<br>2. To acquire basic training and experience to the best market and profitability of the pottery product | Stationeries<br><br>-Trainer<br>-transport<br><br>-Transport facilities<br><br>- consultants<br><br>-Fund        | CED student, 4.Facilitators<br><br>Community members<br>Development Officer | 3 <sup>rd</sup> -4 <sup>th</sup> week of JUNE 2016 |

Sources: Survey data 2016

**Table 22: Project Log Framework**

| Hierarchy of objectives (O)  | Objectively verifiable indicators (OVI)  | Means of verifications (MOV) | Assumption                               |
|--|--|------------------------------|--|
| GOAL(Impact)<br>Improved livelihood through pottery production and reduced income poverty per capital to women at Kiembesamaki | Average of community women improved livelihood house hold income increased from 5000, to 10,000 by June 2016 | Survey and monitor report    | Group members improved their livelihood. |
| <b>OBJECTIVE:1</b>   | Numbers of group   | Group members                | Group members                            |

|   |   |  |  |
|---|---|--|--|
| To enhance income generating through pottery production to Uwakisa group by the end of 2016.                      | members improve their livelihood  | report   | earned income  |
| <b>OUTPUT:</b><br>Access pottery product to Uwakisa group produced  | Increased % of customers buying the product   | Group members report   | Demand of the products   |
| <b>Activities :</b><br><br>1.To conduct training to mobilize group members on increasing Quality products         | Numbers of products sold  | Group members reports  | Accessibility of products  |
| 2.To conduct training on pottery product processing technology and added value to pottery producer.               | 15 community members trained on processing pottery products by using technology by 2016   | Group members engaged in using technology                                  | Group members willing in added value to the project and increased market |
| 2. To sensitize community using the product   | Numbers of group members sensitized   | Group members reports  | Community willing to use products  |
| <b>OBJECTIVE 2:</b> To sensitize community members on entrepreneurship education                                  | <ul style="list-style-type: none"> <li>• Number of Community members sensitized</li> <li>• Community members increase their knowledge and skills on entrepreneurship, and financial management</li> </ul> | <p>women who engage in business</p> <p>Number of Participation Reports</p> | Group members were aware on engage into small-scale pottery production   |
| <b>Output :</b><br>Group members were skilled on pottery production   | Group members voluntarily engaging in pottery production and using better tools   | Group members report   | Group members are supportive to the project.                             |
| <b>Activities</b><br><br>1.To increase pottery products and increase customers and income among pottery producers | To produce access ports   | Group members reports participants registration form                       | Group members willing and supportive to the project                      |

|   |   |   |  |
|---|---|---|--|
| 2.To conduct training on pottery product processing technology and added value to pottery producer.     | Training has been conducted on pottery product  | Group members reports   | Group members willing to supportive to the project           |
|   | One day training of entrepreneurship conducted to the group members                                       | Number of Participation Reports                                   | Willingness to the group members to attend the training      |
| .4.Conduct training on entrepreneurship knowledge in pottery products.                                  | One day training conducted  | Number of Participation Reports for women engaged to the business | Willingness to the Group members to increase products        |
| 5. To acquire basic training and experience to the best market and profitability of the pottery product | One day training conducted  | Group reports on members using domestic and regional markets      | Willingness to the group members to attend the training      |
| 2. To sensitize community using the product   | community members have been sensitized  | Group members reports   | Group members willing to supportive to the project           |
| <b>OBJECTIVES:3</b><br>Increased group awareness on accessibility to the market by the end of June,2016 | Awareness raised among women group members who engaged in pottery production                              | Awareness campaign reports  | Group members were willing to engage into pottery production |
| <b>OUT PUT</b><br><br>Pottery market awareness raised and accessibility to the customers increased      | Group members have been increased accessibility to local and regional market and more customers increased | Group members report  | Willingness to the group members to increase income          |
| <b>ACTIVITIES</b><br>1. To conduct training on awareness raising to the market to the group members     | Experts facilitated the training.   | Training report   | Willingness to the Group members to attend the training      |



|  |   |                                 |  |
|--|---|---------------------------------|--|
| <b>OBJECTIVES:4</b><br>To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | Number of community members attended  | Training report                 | willingness to the community members in processing quality products  |
|  | positively attitude of community members in processed quality product           | Training repots                 | willingness to the group members to engage to the new technology   |
| <b>OUT PUT</b><br><br>-Group members trained and sensitized on pottery production and processing   | Group members trained and sensitized on pottery production and processing       | Group members reports           | Willingness of group members to attend training<br><br>Group members willing to engage into pottery production |
|  | One day sensitization meeting conducted   | Number of Participation Reports |  |
|  | One day sensitization meeting conducted   | Number of Participation Reports |  |
|  | Number of community sensitized  | Sensitization reports           |  |
| <b>Activities</b><br><br>1.To organized one day training to 15 group members on quality pottery products   | 15 group members trained on quality pottery products                            | Project progressive report      | Readiness of community members to support the project.   |
| 2. To conduct sensitization meeting to the community on increase availability of modern tools and  | Group members voluntarily engaging in pottery production and using better tools | Group members report            | Group members are supportive to the project  |

|   |  |                    |   |
|---|--|--------------------|---|
| equipment   |  |                    |   |
| 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products | 2 Field visits organized from other groups on using technology | field visit report | Group members at field visits are willing |

Sources Survey Data (2016)

#### 4.2.5 Project Inputs

Inputs employed during the project implementation included, human resources, financial resources and materials. Human resources were group members, district officers, government personnel such as Ministry of Trade, Industries and Marketing, Zanzibar Business and Property Registration Agency (BPRA) Ministry of constitution and legal affairs and human resource. community Development agenda ,community Economic Development(CED)Student and different institutions like local organizations, NGOs as well as local government leaders were of great support for their will and advice on policy related issues on marketing organization, training. Financial resources which were used for capacity building and during consultation were contributed by the district and group members

**Table 23: Project Training**

| Description of item  | Inputs required       | Estimated cost    | Budget    |
|--|-----------------------|-------------------|-----------|
| Activities :1<br><br>1.1..To increase pottery products and increase customers and income among pottery producers | -Transport facilities | 10,000/=x15       | 150,000/= |
|  | Stationeries          | 76,000/=x1        | 76,000/=  |
|  | -Hire facilitator     | 20,000X4          | 80,000/=  |
|  | -food and refreshment | 5000/=x17ppx1days | 85,000/=  |

|   |                        |                  |           |
|---|------------------------|------------------|-----------|
| <b>ACTIVITIES :2</b><br><br>2 .1. To conduct training on pottery product processing technology and added value to pottery producer. | -Writing material      | 100,000/=X2pcs   | 200,000/= |
|   |                        |                  |           |
|   | -technicians           | 30,000/=x2pp     | 60,000/=  |
| 2.2.To sensitize community using the product  | -Writing materials     | 100,000/=X2pcs   | 200,000/= |
|   | -brochure              | 5000/=x20pcs     | 100,000/= |
| <b>Activities :3</b><br><br>3.1.To increase pottery products and increase customers and income among pottery producers              | -Writing materials     | 100,000/=X2pcs   | 200,000/= |
|   | -brochure              | 5000/=x20pcs     | 100,000/= |
|   | -technicians           | 30,000/=x2pp     | 60,000/=  |
| 2.To conduct training on pottery product processing technology and added value to pottery producer.                                 | -Writing material      | 100,000/=X2pcs   | 200,000/= |
|   | -brochure              | 5000/=x20pcs     | 100,000/= |
|   | -technicians           | 30,000/=x2pp     | 60,000/=  |
| 3. To conduct training on awareness raising to the market to the group members  | Food and refreshment,  | 5000/=x17ppx day | 85,000/=  |
|   | transport,             | 10,000/=x15      | 150,000/= |
|   | stationery             | 76,000/=x1       | 76,000/=  |
| .4.Conduct training on entrepreneurship knowledge in pottery products.  | Stationeries           | 76,000/=x1       | 76,000/=  |
|   | -facilitators          | 30,000/=x2pp     | 60,000/=  |
|   | -transports            | 10,000/=x15      | 150,000/= |
| 5. To acquire basic training and experience to the best market and profitability of the pottery product                             | Stationeries           | 76,000/=x1       | 76,000/=  |
|   | -Trainer               | 30,000/=x2pp     | 60,000/=  |
|   | -transport             | 10,000/=x15      | 150,000/= |
| 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment                         | -Transport             | 10,000/=x15      | 150,000/= |
|   | -writing materials     | 100,000/=X2pcs   | 200,000/= |
|   | -Hire facilitator      | 30,000/=x2pp     | 60,000/=  |
|   | -Food and refreshments | 5000/=x17ppx day | 85,000/=  |

|   |              |                     |                  |
|---|--------------|---------------------|------------------|
|   | -Clay soil   | <b>lump sum</b>     | <b>50,000</b>    |
| 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products | Stationeries | <b>76,000/=x1</b>   | <b>76,000/=</b>  |
|   | -Trainer     | <b>30,000/=x2pp</b> | <b>60,000/=</b>  |
|   | -transports  | <b>10,000/=x15</b>  | <b>150,000/=</b> |
| <b>TOTAL</b>  |              |                     | <b>3,085,000</b> |

Sources: Survey Data (2016)

#### 4.2.6 Staffing Pattern

The management team of the project is headed by a chairperson who has a responsibility of chairing all the meetings that are conducted weekly when members meet for various project activities such as buying shares, paying the social services contributions, requesting soft loans and paying back loans. Near to the chairperson is the secretary of the project whose responsibilities includes taking the records in every meeting. Other positions include project cashier, and Trustees. Moreover, the group is also assisted by several technocrats who are based at the grass root level and work in collaboration with development groups such as pottery and pots producers beside with all mentioned above, CED student took a position of coordination.

**Table 24: Staffing Pattern**

| <b>SIN</b> | <b>Role of the organization based on the objective</b>                                       | <b>Position</b>                           | <b>Supervisor role leader</b>   |
|------------|--|---|---|
| 1          | To enhance income generating through pottery production to Uwakisa group by the end of 2016. | Croup members<br>Committee<br>management  | To make sure that group members produce access and quality products   |
| 2          | To sensitize community members on entrepreneurship education                                 | Group members<br>-Committee<br>management | Be the organization overall coordinator<br>To manage the organization staff<br>To efficiently manage the organization finance |

|   |   |  |  |
|---|---|--|--|
| 3 | Increased group awareness on accessibility to the market by the end of June, 2016   | Group members<br>Committee<br>management | To organize community seek market from different stakeholders  |
| 4 | To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | Group members<br>Committee               | Group and Committee is capacitated with appropriate technology skills, resources mobilization and market |

Sources: Survey Data (2016)

#### 4.2.7 Project Budget

Total project budget was TSH 3,794,000. All resources and inputs necessary to implement the project were itemized accordingly. Costing of items and contribution by different stakeholders was done in collaboration with group leaders and members, and local leaders. Group members in collaboration support to other stakeholders paid cost for training, facilitation, and meals.

**Table 25: The Project Budget**

| Objectives  | Output   | Activity   | Resources            | Unit/price<br>Tshs. | Quantity    | Total<br>Tshs. |
|---|--|--|----------------------|---------------------|-------------|----------------|
| <b>OBJECTIVE :1</b><br>To enhance income generating through pottery production to Uwakisa group by the end of 2016. | Access pottery product to Uwakisa group produced | 1.To increase pottery products and increase customers and income among pottery producers | Food and refreshment | 10,000/=            | 15          | 150,000        |
|   |  |  | Stationary           | 76,000/=x<br>1      | lump<br>sum | 76,000/=       |
|   |  |  | transport            | 10,000              | 15          | 150,000/=      |
|   |  | 2. To sensitize community using the product  | -Writing materials   | 100,000/=           | X2pcs       | 200,000/=      |
|   |  |  | -brochure            | 5000/=              | x20pcs      | 100,000/=      |
|   |  | 3.To conduct training on pottery   | -brochure            | 5000/=              | x20pcs      | 100,000/=      |

|  |  |   |                       |                  |                    |                  |
|--|--|---|-----------------------|------------------|--------------------|------------------|
|  |  | product processing technology and added value to pottery producer                                   |                       |                  |                    |                  |
|  |  |   | -Writing material     | 100,000/=        | X2pcs              | 200,000/=        |
|  |  |   | - technicians         | 30,000/=         | x2pp               | 60,000/=         |
| To sensitize community members on entrepreneurship education | Group members were skilled on pottery production | .To increase pottery products and increase customers and income among pottery producers             | - technicians         | 30,000/=         | x2pp               | 60,000/=         |
|  |  |   | - technicians         | <b>30,000/=</b>  | <b>x2pp</b>        | <b>60,000/=</b>  |
|  |  | 2. To sensitize community using the product   | -Writing materials    | <b>100,000/=</b> | <b>X2pcs</b>       | <b>200,000/=</b> |
|  |  |   | -brochure             | <b>5000/=</b>    | <b>x20pcs</b>      | <b>100,000/=</b> |
|  |  | 3.To conduct training on pottery product processing technology and added value to pottery producer. | -Writing material     | <b>100,000/=</b> | <b>X2pcs</b>       | <b>200,000/=</b> |
|  |  |   | -brochure             | <b>5000/=</b>    | <b>x20pcs</b>      | <b>100,000/=</b> |
|  |  |   | - technicians         | <b>30,000/=</b>  | <b>x2pp</b>        | <b>60,000/=</b>  |
|  |  |   | -Writing material     | <b>100,000/=</b> | <b>X2pcs</b>       | <b>200,000/=</b> |
|  |  | 4.Conduct training on entrepreneurship knowledge in pottery products.                               | Meals                 | <b>5000/=</b>    | <b>x17ppx1 day</b> | <b>85,000/=</b>  |
|  |  |   | Transport cost,       | <b>10,000</b>    | <b>15pp</b>        | <b>150,000/=</b> |
|  |  |   |                       |                  |                    |                  |
|  |  | 5. To acquire basic training and  | Food and refreshment, | <b>5000/=</b>    | <b>x17ppx1 day</b> | <b>85,000/=</b>  |

|  |  |   |                        |            |             |           |
|--|--|---|------------------------|------------|-------------|-----------|
|  |  | experience to the best market and profitability of the pottery product  | transport,             | 10,000/=   | x15         | 150,000/= |
|  |  |   | stationery             | 76,000/=   | x1          | 76,000/=  |
| <b>OBJECTIVES 2</b><br>Increased group awareness on accessibility to the market by the end of June,2016  | Pottery market awareness raised and accessibility to the market and more customers | To conduct training on awareness raising to the market to the group members   | Food and refreshment,  | 5000/=     | x17ppx1 day | 85,000/=  |
|  |  |   | transport,             | 10,000/=   | x15         | 150,000/= |
|  |  |   | stationery             | 76,000/=   | x1          | 76,000/=  |
| <b>OBJECTIVES</b><br>To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | -Group members trained and sensitized on pottery production and processing         | To organized one day training to 15 group members on quality pottery products   | -Transport facilities  | 10,000/=   | x15         | 150,000/= |
|  |  |   | Food and refreshment   | 5000/=     | x17ppx day  | 85,000/=  |
|  |  |   | -writing materials     | 100,000/=  | X2pcs       | 200,000/= |
|  |  |   |                        |            |             |           |
|  |  | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment               | -Transport             | 10,000/=   | x15         | 150,000/= |
|  |  |   | -writing materials     | 100,000/=  | X2pcs       | 200,000/= |
|  |  |   | -Hire facilitator      | 30,000/=   | x2pp        | 60,000/=  |
|  |  |   | -Food and refreshments | 5000/=     | x17ppx1 day | 85,000/=  |
|  |  | 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products | Stationeries           | 76,000/=x1 |             | 76,000/=  |

|                   |  |  |              |          |      |                  |
|-------------------|--|--|--------------|----------|------|------------------|
|                   |  |  | facilitators | 30,000/= | x2pp | 60,000/=         |
|                   |  |  | -transports  | 10,000/= | x15  | 150,000/=        |
| <b>Main Total</b> |  |  |              |          |      | <b>3,794,000</b> |

Sources: Survey Data (2016)

### **4.3 Project Implementation**

#### **4.3.1 Project Implementation Report**

The project implementation was the responsibility of CED student, target group and other stakeholders to ensure that project activities are efficiently implemented. The project implementation was done in a participatory way involving various stakeholders the implementation can be divided into four dimensions being awareness raising to community group members, Community Capacity building including training. Training was conducted in collaboration with CED Student, community leaders& Other stakeholders, 15 community members from Uwakisa women group members were trained on appropriate technology in producing the pottery products and also trained on marketing skills as well as Improvement of quality product and suitable technologies.

Training to 15 group members on entrepreneurial skills will contribute a lot to the success of the project. The CED student managed to cooperate with various stakeholders who played big role in training group members whereas now members are skilled to run the project. Different training methodologies were used that includes group discussion, study visit, lecture method, also the members have been equipped with relevant skills to run the pottery production project.



Through sensitization meeting the community increase availability of modern tools and equipment this has motivated the group to supply higher the products. Collaboration with different stakeholders facilitated funds and project implementation. Also to ensure the pottery producers access reliable market. The CED student in collaboration with different stakeholders participated fully in all arrangement of project takeoff. In order to make sure the projects achievements Monitoring of day-to-day activities was conducted also these achievements are based on an evaluation implementation that will take place on mid and annual basis as shown on the Table 25.



**Figure 8: The Pottery Product Made by Uwakisa Group Ready to Put it in to the Final Stage before Complete**

Source: Survey Data (2016)



**Figure 9: Clay Soil used for Making Pottery Product**

Source: Survey Data (2016)



**Figure 10: The Office of Uwakisa Group in Kiembesamaki**

Source: Survey Data (2016)

#### 4.3.2 Project Implementation

**Table 26: Project Implementation**

| Project Objective  | Planned Activities/target  | Main Achievement  | Failure/under performance         | Plan to improve under performance                                 |
|--|--|---|-----------------------------------|---|
| To enhance income generating through pottery production to Uwakisa group by the end of 2016. | 1.To increase pottery products and increase customers and income among pottery producers | Improve livelihood and income generating activities to the group members and community at large | Small number of Community reached | More training and sensitization meeting so as to improve products |



|  |  |  |                                    |  |
|--|--|--|------------------------------------|--|
|  | 2. To sensitize community using the product  |  |                                    |  |
|  | 3.To conduct training on pottery product processing technology and added value to pottery producer     |  |                                    |  |
| To sensitize community members on entrepreneurship education | To increase pottery products and increase customers and income among pottery producers                 | Quality pottery products and increased income                              | Time consuming in training session | More sensitized on entrepreneurship education needed |
|  | 2. To sensitize community using the product  | Community interested more on purchase and use the products                 | Not yet reached                    | To produce quality products and reasonable price     |
|  | To conduct training on pottery product processing technology and added value to pottery producer.      | Value added to pottery producers   | Limited short of time              | Supportive from the deferent stakeholders needed     |
|  | Conduct training on entrepreneurship knowledge in pottery products.                                    | 15 group members trained on entrepreneurship knowledge in pottery products | Small number of training conducted | More training should be given to the group members   |
|  | . To acquire basic training and experience to the best market and profitability of the pottery product | Increased income<br>Purchased and distributed and pottery products         | Still doing                        | Community mobilization on finding best market.       |

|   |   |   |  |   |
|---|---|---|--|---|
| Increased group awareness on accessibility to the market by the end of June,2016  | To conduct training on awareness raising to the market to the group members   | Availability of access market to the products                                       | Not yet reached                        | To produce more products with best quality  |
| To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | To organized one day training to 15 group members on quality pottery products   | Group members sensitized on appropriate technology in processing quality product    | Low participation of the group members | More sensitization should be conducted to ensure effective efficiency                   |
|   |   | Tools and equipment were identified, group members using modern tools and equipment | Not yet reached                        | More sensitization should be conducted to ensure effective efficiency                   |
|   | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment               | Group members getting new experience on using new technology on pottery products    | Low level of using technology          | More sensitization meeting on using technology on pottery products                      |
|   | 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products | Field visit done for the purpose of improving efficiency to the production          | Small number of group members reached  | To increase networking to other group so as to gain new technology on producing pottery |

Sources: Survey (2016)

#### 4.3.2.1 Project implementation Gantt Chart

A Gantt chart is a type of bar chart that illustrates a project schedule. Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project. Terminal elements and summary elements comprise the work breakdown structure of the project.

**Table 27: The Implementation Gantt Chart**

| Objective   | Outputs   | Activity   | April  | May                                  | June |
|---|---|--|--|--------------------------------------|------|
| To enhance income generating through pottery production to Uwakisa group by the end of 2016 | Access pottery product to Uwakisa group produced                                  | 1.To conduct training to mobilize group members on increasing Quality products                       | 3 <sup>rd</sup> week of April, to 4 <sup>th</sup> week of April 2016 |                                      |      |
|   |   | 2. To sensitize community using the product  | 4 <sup>th</sup> week of April 2016                                   |                                      |      |
|   |   | 3. To conduct training on pottery product processing technology and added value to pottery producer. | 4 <sup>th</sup> week of April 2016                                   |                                      |      |
| Increased customers awareness on accessibility to the market by the end of June,2016        | Pottery market awareness raise and accessibility to the market and more customers | 1. To conduct training on awareness raising to the market to the group members                       |  | 1 <sup>st</sup> the week of May 2016 |      |

|   |  |   |  |   |                                   |
|---|--|---|--|---|-----------------------------------|
| To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 | -Group members trained and sensitized on pottery production and processing   | 1.To organized one day training to 15 group members on quality pottery products   |  | 3 <sup>rd</sup> -4 <sup>th</sup> week of May 2016 |                                   |
|   |  | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment               |  | 3 <sup>rd</sup> -4 <sup>th</sup> week of May 2016 |                                   |
|   |  | 3.Organize field visits to learn more from other groups on using new technology on the production of the pottery products |  | 3 <sup>rd</sup> -4 <sup>th</sup> week of May 2016 |                                   |
|   | Appropriate technology and quality product on pottery production sensitized. | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment               |  |   | 1 <sup>st</sup> week of June 2016 |
| To sensitize community members on entrepreneurship education  | Group members were skilled on pottery production                             | 1.Conduct training on entrepreneurship knowledge in pottery products  |  |   | 2 <sup>nd</sup> Week of June 2016 |

|  |  |   |  |  |  |
|--|--|---|--|--|--|
|  |  | 2. To acquire basic training and experience to the best market and profitability of the pottery product |  |  | 3 <sup>rd</sup> -4 <sup>th</sup> week of June 2016 |
|--|--|---|--|--|--|

Sources: Survey Data (2016)



## **CHAPTER FIVE**

### **PROJECT PARTICIPATORY MONITORING EVALUATION AND SUSTAINABILITY**

#### **5.1 Introduction**

This chapter gives the participatory Monitoring Evaluation and Sustainability of the Project which is very important part of the project implementation as it analyze the current situation, identify problems and find solutions, measure progress towards objectives, formulate future goals and make decisions about human, financial and material resources well as planned regardless of internal and external pressure and or changes including funding opportunities.

On the other hand, participatory evaluation analyzes information to determine whether the project is carrying out its planned activities and the extent to which the project is achieving its stated objectives through these activities to find out how effective the project is to learn how well things are being done and to learn from experience so future activities can be improved.

#### **5.2 Participatory Monitoring**

Participatory Monitoring is the systematic recording and periodic analysis of information that has been chosen and recorded by insiders with the help of outsiders. Participatory monitoring was intended to monitor all project activities, which included it uses various participatory methods including different stakeholders. Its purpose is to help all the people involved in the work to take appropriate decisions as planned. It must also be a communication system, in which information flows in

different directions between all the people involved. In this context, the stakeholders were Kiembesamaki Pottery production in west District, District community development Officer, village leaders. The monitoring exercise focused; the project activities implementation, project outputs and project outcomes.

In the monitoring process information were collected throughout, the process and feedback was provided on monthly basis. Monitoring process involved the following areas; reimplementation monitoring aimed at continuation the project planned activities running well by ensuring that the inputs required made available and stakeholders will to implement the project, monitoring was done during implementation level to ensure that every activity is done as planned in the activity schedule.

### **5.2.1 Monitoring Information System**

This section explain a system which was designed to collect and report information on project activities to enable the researcher/supervisor to plan, monitor, evaluate and report the operations and performance of the project. For this project the Monitoring Information System was prepared through a consultative process that involved among other stakeholders; Kiembesamaki women group members are the owners of the project. The group members are the owners of the project. The group member wants to improve their livelihood so as to live with the better life that could be obtained through reduction of income poverty.

In order to reduce poverty, the group members points out the improvements of pottery production as a project. Improvement of pottery production and processing

was a project of their choice. The Group members together with local government's extension Officers and field Officers facilitated the group on activities, processing machine in place in establishing the production and processing industry.

They were assisted to identify indicators for showing achievement of set targets and also far seeing if the activities planned are achieved as planned (time frame). It was also agreed on who will be gathering the quantitative and results will be presented using tables, charts and narration for all the participants to understand.

### **5.2.2 Participatory Monitoring Plan**

The objective of participatory monitoring was to monitor project objective, activities implemented and the outcomes of the project. Also to monitor project inputs, assess if the action plan was implemented accordingly and whether the project stakeholder were kept informed of the progress, challenges and lessons learnt during the project implementation.

The approach in data gathering will be through semi structured questionnaire, interviews, and site observation. Indicators for assessment include improvement in pottery produce increase in income as the result of sales from pottery products, improvement in participants' livelihood which will be reflected by improvement in household such as pay school fee, clothes, food, family care, and improvement housing. These indicators have been discussed by group members and some of the information is being collected continuously.

Table 26 indicates participatory plan as agreed by the team involved in project operations.

**Table 28: Participatory Monitoring Plan**

| Objective   | Output   | Activities   | Indicators   | Source of data           | Methodology                  | Responsible   | Time frame   |
|---|--|--|--|--------------------------|------------------------------|---|--|
| To enhance income generating through pottery production to Uwakisa group by the end of 2016 | Access pottery product to Uwakisa group produced | 1.To increase pottery products and increase customers and income among pottery producers           | Number of group members and community enhanced income through pottery products             | Group activities reports | Interview ,and group members | Group members   | 3 <sup>rd</sup> week of April, to 4 <sup>th</sup> week of April 2016 |
|   |  | 2. To sensitize community using the product  | Number of community sensitized   | Group activities reports | Interview and observation    | Group members   |  |
|   |  | 3.To conduct training on pottery product processing technology and added value to pottery producer | Number of customers buy the products   | Group activities reports | Interview and observation    | Group members   |  |
| To sensitize community members on entrepreneurship education                                | Group members were skilled on pottery production | To increase pottery products and increase customers and income among pottery producers             | Number of group members and community skilled and increase income through pottery products | Group activity report    | Interview and observation    | CED Student, CED group community members & other stakeholders | 2 <sup>st</sup> week of JUNE 2016 to 1 <sup>st</sup> of JULY 2017    |
|   |  | 2. To sensitize community  |  |                          |                              |   |  |

|  |  |  |   |                       |                           |   |  |
|--|--|--|---|-----------------------|---------------------------|---|--|
|  |  | using the product  |   |                       |                           |   |  |
|  |  | To conduct training on pottery product processing technology and added value to pottery producer.    |   |                       |                           |   |  |
|  |  | Conduct training on entrepreneurship knowledge in pottery products.                                  |   |                       |                           |   |  |
|  |  | To acquire basic training and experience to the best market and profitability of the pottery product |   |                       |                           |   |  |
| Increased group awareness on accessibility to the market by the end of June,2016                                 | Pottery market awareness raised and accessibility to the market and more customers | To conduct training on awareness raising to the market to the group members                          | Access to regional and domestic markets     | Training report       | Interview and observation | CED Student , group members ,facilitators | 2th week of May 2016   |
| To sensitize and training group members on pottery production , and appropriate technology in processing quality | -Group members trained and sensitized on pottery production and processing         | To organized one day training to 15 group members on quality pottery products                        | 115Group mebers trained on quality products | Group activity report | Interview and observation | Group member                              | 3 <sup>rd</sup> week of May to 1 <sup>st</sup> week of June 2016 |

|                            |  |  |   |                         |                           |                       |  |
|----------------------------|--|--|---|-------------------------|---------------------------|-----------------------|--|
| product by the end of 2016 |  |  |   |                         |                           |                       |  |
|                            |  | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment                | Number of group members and community members engaging on pottery production and processing and the use of better equipment/tools | Group activity report   | Interview and observation | Group member, trainer |  |
|                            |  | 3. Organize field visits to learn more from other groups on using new technology on the production of the pottery products | Network to the 3 groups Organized and group improved technology to the product  | Group activities report | Group activities report   | Group member          |  |

Source: Survey Data (2016)

**Table 29: Participatory Monitoring Reports**

| <b>Project Objective</b>  | <b>Output</b>                                   | <b>Planned Activities/target</b>   | <b>Main Achievement</b>   | <b>Failure/under performance</b> | <b>Plan to improve under performance</b>                          |
|---|---|--|---|----------------------------------|---|
| To enhance income generating through pottery production to Uwakisagroup by the end of | Access pottery product to Uwakisagroup produced | 1.To increase pottery products and increase customers and income among pottery producers | Improve livelihood and income generating activities to the group members and community at large | Time consuming                   | More training and sensitization meeting so as to improve products |

|  |  |  |   |   |  |
|--|--|--|---|---|--|
| 2016.  |  |  |   |   |  |
|  |  | 2. To sensitize community using the product  | Sensitized meeting conducted  | Shortage of resources'                        | additional sensitization conducted                   |
|  |  | 3.To conduct training on pottery product processing technology and added value to pottery producer | Mobilization meetings to community members conducted on the use of technology to the pottery products | Low Attendances                               | Technological tools and equipments needed            |
| To sensitize community members on entrepreneurship education | Group members were skilled on pottery production | To increase pottery products and increase customers and income among pottery producers             | Quality pottery products and increased income   | Shortage of sensitization meetings            | More sensitized on entrepreneurship education needed |
|  |  |  | Community interested more on purchase and use the products  | Low quality products                          | To produce quality products and reasonable price     |
|  |  |  | Value added to pottery producers  | Shortage of resources and technological tools | Supportive from the deferent stakeholders needed     |
|  |  |  | 15 group members trained on entrepreneurship knowledge in pottery products                            | scarcity of capital                           | Supportive from the deferent stakeholders needed     |
|  |  |  | Increased income Purchased and distributed  | Shortage of training                          | More training should be given to the group           |

|   |  |   |   |   |   |
|---|--|---|---|---|---|
|   |  |   | and pottery products  |   | members   |
|   |  |   |   |   | Community mobilization on finding best market                                   |
| Increased group awareness on accessibility to the market by the end of June,2016  |  | To conduct training on awareness raising to the market to the group members                                 | Availability of access market to the products                                       | Shortage of time and resources                  | To produce more products with best quality                                      |
| To sensitize and training group members on pottery production , and appropriate technology in processing quality product by the end of 2016 |  | To organized one day training to 15 group members on quality pottery products                               | Group members sensitized on appropriate technology in processing quality product    | 1 Training remained                             | More sensitization should be conducted to ensure effective efficiency           |
|   |  | 2. To conduct sensitization meeting to the community on increase availability of modern tools and equipment | Tools and equipment were identified, group members using modern tools and equipment | Remainin<br>g<br>1sensitizat<br>ion<br>meetings | More sensitization should be conducted to ensure effective efficiency           |
|   |  | 3.Organize field visits to learn more from other groups on using new technology on the                      | Group members getting new experience on using new technology on                     | Remainin<br>g<br>other<br>field visits          | To increase networking to other group so as to gain new technology on producing |



|  |  |  |                     |  |         |
|--|--|--|---------------------|--|---------|
|  |  | production of<br>the pottery<br>products | pottery<br>products |  | pottery |
|--|--|--|---------------------|--|---------|

Sources: Survey Data (2016)

According to participatory monitoring report, the project was planned to achieve one main objective which is to ensure that group members are well empowered through training and use of appropriate technology and processing and provision of pottery technology. The strategy to achieve the above objective was throughout participatory monitoring where all key actors in the monitoring chain who are, the Group members, facilitators, local Government. Government institution, District officers.

The main achievements from participatory monitoring activities among others were; Group members, Government Officers, facilitators and village leaders, the project managed to organize two (2) sensitization meetings on community using the product, to the community on increase availability of modern tools and equipment. During this meeting, participation of the targeted audience was generally satisfactory for about 60% attendance. The project also managed to conduct two (6) training sessions for 3 groups as planned. Each group was represented in other hand, 15 group members now skilled on pottery production and processing, well equipped with pottery technology, tools and equipment that are able to process, market identified, networking has been established.

Group members field visit among different groups and stakeholders build capacity and experience on different issues relating to the pottery production and processing to women at Kiembesamaki. The indicators of the monitoring assessment show the

improvement of the pottery production and improve the livelihood of the community and income generating activities.

### **5.3 Participatory Evaluations**

Evaluation is a periodic assessment of relevance, performance, efficiency and impact of a piece of work in the context of its stated objectives. The aim is to determine the relevance and fulfilment of objectives, developmental efficiency, effectiveness, impact and sustainability. Evaluation is a process of collecting and analyzing information to find out whether the set objectives are met through planned activities and it measures the effectiveness, efficient and impact of the project. The role of evaluation is to determine program effectiveness, to Shows impact, Strengths and weaknesses of a project, and to promote successful interventions. . Both formative and summative evaluations will be conducted. The project indicators for monitoring to be used to monitor the project were developed and the indicators will be used as the benchmark to see if project objectives are being met.

Formative evaluation seeks to strengthen or improve a program or intervention by examining amongst other things, the delivery of the program, the quality of its implementation and the organizational context, personnel, structures and, procedures. As a change oriented evaluation approach, it is especially attuned to assessing in an ongoing way , any discrepancies between the expected direction and outputs of the program and to what is happening in reality, to analyzing strengths and weaknesses, to uncovering obstacles, barriers or unexpected opportunities, and to generating about how the program could be implemented better.

The summative evaluation was done at the end of the project implementation to measure the outputs and outcomes of the project and to see whether the set objectives were met. Furthermore, another evaluation was done at the end of training that aimed at measuring the effectiveness of the training. Another evaluation will be done after one year to measure the impact of the project. The evaluation was done in collaboration with CED student, team leader and stakeholders.

### **5.3.1 Performance Indicators**

Indicators are variables that show the extent of change that resulted from the project. They help to measure quantity, quality and timeliness against what was planned. They measure progress in achieving outputs and outcomes. They show relevance, performance and effectiveness of the project as well as progress towards meeting its outputs and outcomes. Project goals and Project objectives performance indicators were developed as shown in table No 28

#### **Performance indicators: 1**

Number of group members and community enhanced income through pottery products. Several meetings were conducted on awareness raising, and sensitization meeting on pottery production as a result community improved technology on potter processing. This meeting and training conducted by the group members and others stakeholders

#### **Performance indicators: 2**

Numbers of group members and community skilled and increased income through

Income pottery products Well prepared training manual and used on conduct training on different skills on strategies to increase income through pottery products.

**Performance indicators 3:** 15 Group members trained on quality products, by using different tools and equipments manage to produce quality pottery products through skills gained from different trainers and consultants. They were supervised by the District Officer; this improved the business and improved market system

**Performance indicators: 4:** Number of group members and community skilled and increase income through pottery products. Through awareness training, group members introduce access soft loans, every members purchase and sales goods such as dements, from the group themselves and the money they get they help the organization and contributed to the income through pottery products.

**Performance indicators: 5:** Network to the 3 groups Organized and group improved technology to the product. Group members through the 3 field visits improve cooperation and coordination among groups with the same ideas and same business. Through this field visit group members exchange ideas on producing quality products, accessibility of local and external markets.

**Table 30: Performance Indicators**

| S/N | Evaluation questions  | Key indicators   | <u>Information source</u>   |               |
|-----|---|--|---|---------------|
|     |   |  | Where   | Tool used     |
| 1   | How many group members and community members were trained and sensitized? | Number of group members and community enhanced income through pottery products | -Ward office<br>-village office<br>-District office<br>-pottery producers' office | Register book |

|   |   |  |  |               |
|---|---|--|--|---------------|
| 2 | How many group members and community participated in the training | Number of group members and community skilled and increase income through pottery products | Elimu mbadala hall                     | Register book |
| 3 | How many members participated in the training program me          | 15Groupmembers trained on quality products   | Village office                         | Register book |
|   |   | Number of group members and community skilled and increase income through pottery products | Village office                         | Register book |
|   | How many group members participated in the field visit?           | .Network to the 3 groups Organized and group improved technology to the product            | Kiembesamaki, Village, Kombeni Village | Register book |

### 5.3.2 Participatory Evaluation Methods

Sharing new learning and insights method, this method was used to evaluate the effectiveness of the training by asking the participants to share new learning and insights during and after the training. The evaluation done during the training was very helpful in improving the training in terms of time allocated for the sessions, techniques used and how to deliver the message effectively. The end of training evaluation gave a clear picture of the importance of the training offered to the farmers, it's relevant and challenges encountered during the training.

The tools used to evaluate the effectiveness of training were prepared questions that were posed every day to the participants that aimed at sharing new learning and insights. Such questions were: what touched you mostly? What kind of insight has emerged in you? What have you learnt today?

Progressive reports from the project will be used during summative evaluation. The approach is based on Strength, Weakness Opportunities and 'Threats (SWOT) analysis and giving room for project components to be analyzed ranked and reasons given to its success or failure. All these methods are geared towards group sustainability so that when the Group members, supporting (Pottery producer group) leave, the group can continue with its activities.

Participatory Self Review and Planning tool for formative evaluation was chosen because it is a methodology that allows all participants of the project to actively assess the progress of their project. They will be able to identify weak and strong points of the project and give reasons for the weak and strong points. With this method group members review the project objectives and indicators set for the objectives. After discussion and agreement on the objectives and indicators, a voting process follows where every group member votes against a given objective and its set of indicators, the voting is based on the extent to which a particular objective has been achieved.

A growing tree is used to depict achievement level and the levels are in four stages. Pictures of the growing tree are used to ensure that even those who cannot read can participate through seeing. Voting is done and averages calculated and results are presented to the group. After presentation of the results, the members are asked to ascertain the results and have consensus. This is to triangulate the results to see all the participants have common understanding. Then the participants are asked to give reasons the objectives that scored low points and on the objectives that scored higher

points. This Method involves focus group discussion In these meetings challenges are discussed and possible solutions suggested.

### 5.3.3 Project Evaluation Summary

During evaluation four major project objectives were examined using several performance indicators for each objective. Table 31 shows the project evaluation summary based on the project goal, objectives, performance indicators, expected outcomes and actual outcome. Based on the project goal, objectives and activities planned have been met with exception of mid and annual evaluation that will be done after six months of project implementation. Generally the evaluation shows that there are strong commitments of various stakeholders from the planning stage to the implementation activities. This prove that the project is the crucial important to beneficiaries and community at large.

**Table 31: Evaluation Summary**

| <b>Narrative summary</b>   | <b>Performance indicator</b>  | <b>Expressed outcomes</b>  | <b>Actual outcomes</b>  |
|--|---|--|---|
| GOAL(Impact)<br>Improved livelihood through pottery production and reduced income poverty per capital to women at Kiembesamaki | Number of group members and community enhanced income through pottery products. Several meetings were conducted on awareness rising, and sensitization meeting on pottery production as a result community improved technology on potter processing. This meeting and training conducted by the group members and others stakeholders | Group members participate in the trainings programmed and sensitization meetings | Group members participate in the training s programmed and sensitization meetings |

|  |   |   |   |
|--|---|---|---|
| <b>OBJECTIVE:1</b><br>To enhance income generating through pottery production to Uwakisa group by the end of 2016.                         | Numbers of group members and community skilled on pottery processing  | 25 people skilled on pottery processing                               | 25 people skilled on pottery processing                             |
| <b>OBJECTIVE 2:</b> To sensitize community members on entrepreneurship education   | Numbers of group members and community skilled and increased income through Income pottery products Well prepared training manual and used on conduct training on different skills on strategies to increase income through pottery products. | 20 members attending the training program me                          | 15 members attending the training programme                         |
| Increased group awareness on accessibility to the market by the end of June,2016   | 15Groupmembers trained on quality products, by using different tools and equipments manage to produce quality pottery products through skills gained from different trainers and consultants  | 15 community members attended 2 days training                         | 15 community members attended 2 days training                       |
| To sensitize and training group members on pottery production, and appropriate technology in processing quality product by the end of 2016 | :Network to the 3 groups Organized and group improved technology to the product. Group members through the 3 field visits ,improve cooperation and coordination among groups with the same ideas and same business                            | Coordination and cooperation among group with the same ideas improved | 3 groups organized and build Networking and business ideas improved |

Sources: Survey Data (2016)



#### **5.4 Project Sustainability**

Project sustainability refers to the capacity of a project to maintain functioning, supported by its own resources (human, material, and financial), even external sources of funding have ended. The implementers are responsible for planning to make project sustainable even after the project phasing out. This developed plan should focus on institutional sustainability, financial sustainability as well as political sustainability.

#### **5.5 Political Intervention**

There is a good environment existing between local government and the community members at Kiembesamaki village, ward and council. Because project is well known by the local government, local leaders and even the councilors in the area, it is easier to get support from the government where need arises.

The project utilizes an opportunity of working with different people. The sub wards and ward leaders who were involved from the initiation stage of the project design, implementation, monitoring and evaluation. Also Government institution is part and perusal to this project; this is the reason to make project sustainability.

#### **5.6 Social Intervention**

The social intervention to the project is very crucial, the social intervention is between Women group members and customers, and others stakeholders such as hotels of Zanzibar and Kiembesamaki community are genuinely given realistic opportunity to participate and own implementation processes.

### **5.7 Financial Aspect of Sustainability**

It is obvious that no project that is financially independent, people contribution in terms of material and human contributions are the key elements of project sustainability, The group members has set 300,000 as the starting capital for purchasing equipments such as clay soil, and other raw materials, also community group decided to contributed some amount of money to the group implementation and project sustainability.

## **CHAPTER SIX**

### **CONCLUSION AND RECOMMENDATION**

#### **6.1 Introduction**

Chapter six provides conclusion of every aspect performed in this project report, experienced issues for recommendation for other researcher who may have concerns in undertake research studies which, were similar this one. It was anticipated to have well organized and advanced pottery production and processing system by providing improved pottery processing inputs, training and marketing system so to increase production for income generation to all group members.

Currently, the plan is functioning and the Host Organization has supported the group with little pottery-processing machine with providing training on pottery production processing and marketing system. We hope that full goal attainment will be attained in the year 2016 as targeted. The rest of activities planned were successfully completed as they were shown in the work plan.

Achievement of the project objectives is halfway. These will continue contributing to achievement of the project objectives and goal. Significant income is yet to be realized as group has increased production of pottery products. With the current level of poverty at least has shown some signals of poverty reduction for group members this has shown with number of meals taken per day by group members this change following increased income after every sells. In the country especially in rural areas where the majority Tanzanians lives, coupled with the increasing environmental degradation for survival of pottery sector remains the mostly likely alternative source

of income and protein to most populations in Tanzania. The pottery produce has ‘all the features for farmer’s groups’ societies to start as a project.

## **6.2 Conclusion**

It is an undeniable that women in informal businesses in Kiembesamaki women group regard access to resources as an important input for the expanding of their businesses. The findings of this study show that women at Kiembesamaki lack access to resources from the banks and microfinance institutions. Lack of knowledge on how and where they can access the resources, lack of support from the government, difficulties of conditions of the financial institutions particularly banks, lack of collateral, bank take a risky due to small of their businesses are among factors which influence them failure to access resources. Also lead inability to run their businesses.

The findings also revealed that because women of kimbesamaki lack access to resources to run their businesses take advantage of taking goods on credit from their suppliers even though there are problems of payment which result conflicts between women and the suppliers. However, this practice is very helpful for them.

It was revealed also those women in kiembesamaki seek alternative to access credit and savings in order to continue to run with their businesses. The informal practice is round, whereby; women organized into groups of may be ten to twenty members. Each member contribute fixed amount of money and they take on rotation basis. This way they found as the solution of getting credit for them. Inadequate income to purchase basic needs as well as lack of relevant and appropriate knowledge on business and income generating activities amongst the Kiembesamaki people. There

is a need for intervention to pottery production and processing and production tools to improve this option of livelihood among others. Based on the survey findings it is obvious that it's difficult for pottery producer to improve the productivity of pots without improving tools, skills, technology and the equipments.

Therefore this project is purposely done to minimize the information gap for pottery production particularly in promoting women in production processing by using technology so as to generate income for group members and community at large. There are several reasons, which guided the choice of the project. Pottery Group members interested in this project because of improving their livelihood and income generating activities also as a significant component in economic development and employment, through pottery production women of Kiembesamaki through this project manage to pay fee to their children. Not only that but also village group societies benefited to this project by using this product (local pots) Kiembesamaki women groups play a major role in poverty alleviation and that the benefits to the Government in economic development.

### **6.3 Recommendations**

Based on the project work that arises from community need, in order to help the development of Kiembesamaki women group and to help others who would like to pursue the similar project, I recommend the following that have risen from the findings, literature review, project monitoring and evaluation and sustainability. Some results in community assessment show that majority of people; especially the poor are not in a position to undertake economic activities, because they lack business skills, technology, equipments and even the motivation for business. Based

on this The government should implement the new constitution so as to give opportunities for women to participate in all areas of economic development so as to improve their life standard as per MDGs requirements The government should establish microfinance institutions and design financial resources programmes that are more appropriate to the needs of business women and ensure that the resources are given to the right people, particularly women in the informal sector. Those institutions will facilitate women's access to resources by reducing interest rates and conditions, like removing the requirements of collateral specifically in the case of these women.

Through project monitoring evaluation and sustainability it revealed that Awareness rising of how and where women can access resources is very important for the women particularly in small and informal business. This will empower them the knowledge needed to access resources, which will benefit them to run and expand their businesses. The pottery group societies should be supported by improves pottery processing inputs either by subsidy system, training in general pottery sector management. The government through its programs should support women in their organization so as to increase economic development

#### **6.4 Areas for Further Research**

This research study made a community assessment on pottery production group at Kiembesamaki West District and thus through participatory assessment a number of problems were identified, however, this study addressed the problem of Inadequate income to this community, low level of knowledge on entrepreneurs skill as well as poor technology, lack of relevant and appropriate knowledge on business and income

generating activities amongst the Kiembesamaki people. There is a need for intervention to the Government and other stakeholders to expand networking so as to help them on market demand, and financial resource, therefore, I recommend that other researchers may study areas such as; (i) Establishment of village community Bank for the women at Kiembesamaki District.

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## **APPENDICES**

### **Appendix I: Questionnaires of Kiembesamaki Community Livelihood Improvement**

#### **Part A: Introduction (Tick on the correct item only)**

1. Age
  - (a) 18-25
  - (b) 26-35
  - (c) 36-45
  - (d) 46-55
2. Sex
  - (a) Male
  - (b) Female
3. Education level
  - (a) Primary level
  - (b) Secondary level
4. What is your main occupation (circle which is applicable)
  - (a) Entrepreneur
  - (b) House wife
5. What is the main day to day economic activities in the community (circle which is applicable)

- (a) Weaving
- (b) Tailoring
- (c) Potter
- (d) Farming
- (e) Pastoral

6. Does your day to day activities improve income? (circle which is applicable)

- (a) Yes
- (b) No

If yes your income help to solve your problems? (circle which is applicable)

- (a) Yes
- (b) No

### **Economic Assessment**

7. What kinds of business activities done in community

- (a) If any –which one are doing well?
- (b) Which one do you think you are not doing but is possible and beneficial in your community?

8. What is the challenges face in your business activities ((circle which is applicable)

- (a) In adequate fund
- (b) Low income
- (c) In adequate resources

9. What are the most challenges in your business activities?

- (a) Low income
- (b) Low entrepreneurship Skills
- (c) Creativities
- (d) In adequate resources
- (e) Low support from stakeholders
- (f) Low market

10. Do business provide adequate income benefit to the community?

- (a) Yes
- (b) No

11. Do you have access with loans in this community?

- (a) Yes
- (b) No

12. What are the challenges in provision loan (circle which is applicable)

- (a) Delay
- (b) Low qualification
- (c) High demand

13. Do business people in the community feel they are willing to continue to the business?(circle which is applicable)

- (a) Yes
- (b) No

14. Do community get supporters from the stakeholders to the business operating?  
(circle which is applicable)

(a) Yes

(b) No

15. If yes, which is your sponsor? (circle which is applicable)

(a) Government Sponsor

(b) Private sponsor

16. Which is the most need do you prefer (circle which is applicable)

(a) Increased income

(b) Supplied capital

(c) Poverty reduction

(d) Increase commercial

(e) Enterpreneship education

(f) Adequate fund

17. Which are the favorable factors on pottery production sustainable in the community? (Circle which is applicable)

(a) Fund

(b) Skilled lab our

(c) Market

(d) Tools

(e) Equipment

(f) Supports

**I thank you all for your valuable contribution**

## **Appendix II: Questionnaire for Focus Group Discussion**

Two groups were divided to undergo bellow questions?

1. Explain the challenges that facing Pottery production at Kiembesamaki Village?
2. Explain ways that may assist to overcome those challenges?
3. Explain your sources of income, and how much you spend per day?
3. Explain how this project can be sustained?

**I thank you all you for your valuable contribution**


### **Appendix III: Report from Group Discussion**

Focus group discussions was employed aimed at collecting data which were very important and increasing quality of data and give ideas and provided their experiences on knowledge regarding their background on opportunities, challenges regarding to pottery production and how to overcome those challenges. Participants were holding discussion at interacting situation which were highly encouraged by group members. Three groups of 5 participants each had the same questions.

The following were suggestions from group discussions include:

1. Group members and community should engage on the project so as to produce quality products (pottery products) by using technology.
2. Women are marginalized group in order to improve their livelihood should be given priority in the loan provision to foster their business.
3. Monitoring and evaluation should conducted in assessing development of activities or project
4. Community should informed about the development of the activities and project
5. Sustainability of this project is mainly through group contribution some part of profit

# Appendix IV: Research Clearance Letter

  
SERIKALI YA MAPINDUZI YA ZANZIBAR

NAMBARI YA SIMU  
230219/232727  
WAKATI WA KUJIBU

OFISI YA MKUU WA WILAYA  
WILAYA YA MAGHARIBI  
SANDUKU LA POSTA 2361  
ZANZIBAR.

ONYESHA NAMBARI OR/WMGH/07.10/12.406.4/160 TAREHE 15 Juni, 2015

NDUGU JABU SHARIU HAJI,  
OFISI Y MAKAMO WA KWANZA WA RAIS,  
ZANZIBAR.

KUHL RUHUSA IMFTOLEWA YA KUKUSANYA TAARIFA ZA UCHUMI NA MAMBO  
YA JAMII KATIKA SHEHIA YA KIEMBESAMAKI

Kwa heshima namba uhunika na mada iliyotamishwa hapo juu.

Namha urejee mazungumzo kati yako na Uongozi wa Wilaya katika Ofisi yake ilipo Mwera  
Meli nta kwa kupu namna ya utakavyocheza shughuli ya ukusanyaji wa taarifa.


Hata hivyo, Ofisi inakuragiza kuyafuata markezo yafuatayo:

- 1) Baada ya kumaliza shughuli za kukusanya taarifa-mi oyema-Ofisi ya Mkoa wa Wilaya  
ikayetwa makla ya utalmi uliofanywa.
- 2) Taarifa zinazokusanywa kwa ajili ya matumizi ya Chuo inaykutumika kwa masuala  
yalikawa kinyume na kumachio hiliokombewa za Ki Stasi.
- 3) Pia kama kutakawa na jambo la uvunaji wa Amani, urwaathane haraka na Mhe. Mkuu  
wa Wilaya.

Nakotakia utchelezaji mawema wa ukusanyaji wa taarifa.

Ahsante,

Wako Mtuu,

  
SARAAH SALEHI  
/ MKUU WA WILAYA YA MAGHARIBI - UNGUJA

Nakala:

Mhe. Mkuu wa Mkoa wa Mjini/Magharibi - UNGUJA

Shaha  
Shaha ya K. Samaki  
UNGUJA



**THE OPEN UNIVERSITY OF TANZANIA****MASTER DEGREE IN COMMUNITY ECONOMIC DEVELOPMENT**

I am Mrs. Jabu S. Haji, a student at Open University of Tanzania studying Master Degree in Community Economic development at Dar es Salaam Centre. I here represent my questionnaires to ask your assistance in answering these questions accordingly. I ensure you that; this information will remain for the purpose of this research only.

Your assistance will be highly appreciated and acknowledged.

Sincerely yours

Mrs. Jabu S. Haji

PG.201504632

The Open University of Tanzania

Dar es Salaam Branch