

**INCREASING SELF-EMPLOYMENT AWARENESS TO YOUTH
BY PROVIDING ENTREPRENEURSHIP TRAINING: A CASE STUDY OF
KINYEREZI MBUYUNI CAMP IN KINYEREZI WARD ILALA-DISTRICT**

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

2013

CERTIFICATION

The undersigned certifies that he has read this dissertation and hereby recommend for acceptance by The Open University of Tanzania this dissertation titled, “Increasing self-employment awareness to youth by providing entrepreneurship training”, A case study of Kinyerezi Mbuyuni Camp in Kinyerezi ward Ilala-district, in partial fulfilment for the requirements for the masters of Community Economic Development of The Open University of Tanzania.

.....

Dr. Fellician Mutasa

(Supervisor)

.....

Date

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DECLARATION

I, Lusajo Israel do hereby declare that this dissertation titled, increasing self-employment awareness to youth by providing entrepreneurship training: A case study of Kinyerezi Mbuyuini Camp of Kinyerezi ward in Ilala district. Is my own work and it has not been presented anywhere and will not be presented to any other institution for any award.

Signature.....

Date.....

DEDICATION

This dissertation is dedicated to my lovely family, my beloved mother Mary Mwaikenda, my father Israel Mwaikenda, my sister Bupe Ngunule, my young sister's lusubilo Ngunule and Magreth Israel, my brother Lugano Israel and my young brother Prosper Israel. On the other hand I would like to dedicate this project report to my friends Abdulazeez Sangwa and Vicent Kasuga. I thank them all for their great support, patience and obedience during the whole period of the study.

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My sincere gratitude goes to Dr William Pallangyo, Dr. Deus Ngaruko, Mr Noel Matemba and other lecturers, assistant lecturers and staff of The Open University of Tanzania for their advice and support during the entire period of the study.

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ABSTRACT

The objective of the project was to ensure that youth are capable of employing themselves and aware of gender, expecting that by the end of the project youth become gender sensitive as well as competent and establish activities to improve their lives.

The project came as a result of Community Needs Assessment (CNA) done in Kinyerezi ward to explore the strength, assets as well as challenges they face so as to come up with the project as a solution to the prioritised need. The assessment was participatory and employed participatory observation, focus group discussions, in-depth interview and questionnaires to collect data, where by both qualitative and quantitative data were collected and analysed using Statistical Package for Social Scientist for quantitative data and content analysis for qualitative data. The findings revealed that there are various challenges such as lack of; market, enough education, volunteerism, and enough government support, and unemployment, access to loans, saving culture, entrepreneurship training, reliable transport and communication, enough security as well as health services.

The study used pair wise ranking and the community chose unemployment as the prioritised need. That led to the formulation of the project titled, “Increasing self-employment awareness to youth by providing entrepreneurship training “case study of Kinyerezi Mbuyuni Camp in Kinnyezi ward Ilala-District. As a matter of facts it is crucial to provide education and trainings which prepare a certain individual to employ him or herself and get out of poverty and in turn reduce the problem of poverty from the community to the national level.

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LIST OF ABBREVIATIONS AND ACRONYMS

AIDS	-	Acquired Immune Deficiency Syndrome
AU	-	African Union
BOT	-	Bank of Tanzania
CBO	-	Community Based Organization
CED	-	Community Economic Development
CNA	-	Community Needs Assessment
DISS	-	Dar es salaam Informal Sector Survey
HIV	-	Human Immune-deficiency Virus
IGAs	-	Income Generating Activities
KMC	-	Kinyerezi Mbuyuni Camp
MCED	-	Master of Community Economic Development
MDGs	-	Millennium Development Goals
MKUKUTA	-	<i>Mkakati wa Kukuza na Kupunguza Umaskini Tanzania</i>
MPO	-	Mibega Pamoja Organization
NGOs	-	Non Governmental Organization
NISS	-	National Informal Sector Survey
NSGRP	-	National Strategy for Growth and Reduction of Poverty
OUT	-	Open University of Tanzania
PRA	-	Participatory Rural Appraisal
SACCOS	-	Savings and Credit Cooperatives
SPSS	-	Statistical Package for Social science
UNECA	-	United Nations Economic Commissions for Africa
UN	-	United Nations

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CHAPTER ONE

1.0 PARTICIPATORY NEEDS ASSESSMENT

1.1 Introduction

Kinyerezi is one of the wards of Ilala district in Dar es Salaam Region. The CNA done to obtain information from the Kinyerezi community about their needs, challenges and assets they have so as to come up with the development plan through making project as a solution to meet community needs. The CNA dealt with economic sector so as to have clear study of Kinyerezi with precise results.

This report come up with the findings obtained from the CNA done in August 2012. The data collected using questionnaire, focus group discussions, in-depth interview and participatory observation and came to be analysed both qualitatively and quantitatively, using SPSS version 16.0 for quantitative data and content analysis for qualitative data.

It is very necessary to know problems affects Kinyerezi people because it's from there you can come up with possible solutions. This CNA was done so as to incorporate the people of Kinyerezi to tell what they feel about their economy, and then followed by the development plan to overcome the challenge prioritised by the community.

The community revealed the problem of lack of security, education, volunteerism, and market, enough health services, saving culture, entrepreneurship training, and transport, access to loan, and lack of enough government support and problem of unemployment as the main challenges affecting Kinyerezi ward.

The main reason of conducting CNA is to let people tell their assets, opportunities and challenges rather than predicting that we know what they have and what they have not. In return there will be establishment of the project to meet community need revealed by CNA and prioritised by the community.

1.1 Community Profile of Kinyerezi

Kinyerezi is a ward amongst twenty two wards of Ilala district. Kinyerezi ward is made up of three streets of Kifuru, Bonyokwa and Kinyerezi.

1.1.1 Climatic Condition

Kinyerezi just like other areas of Dar es Salaam is having equatorial climatic condition with average temperature of 29°C. Kinyerezi experience the humid and hot climate throughout many periods of the year and the highest temperature rose to 35°C. Just like other areas of Dar es Salaam kinyerezi have two rain seasons which are the long seasons during April and May and the short seasons during October and November.

1.1.2 Population

According to the 2002 census, Kinyerezi ward has a total population of 5,811; this number is believed to be increased in the current census carried in 2012 due to the increase of birth rate and immigration of people.

1.1.3 Administration

Kinyerezi is under ward executive officer assisted by local government chairman and his assistant as well as cell leaders. Also there is ward community development officer who is responsible for the wards projects.

1.1.4 Market

There are small markets which sell food, soft and hard drinks and ornaments, clothes. Woodwork market as well as tapes and compact disc with movies or music albums sold in small shops. There is only one min-supermarket, there is a reserved place for big public market but it is not yet built. Most of Kinyerezi residents do shopping in Buguruni ward area in case they want service from big market.

1.1.5 Education Services

Kinyerezi have got several secondary and primary schools where by there are three government secondary schools, two private primary schools and five government primary schools but there is no higher learning institution in Kinyerezi.

1.1.6 Agriculture

The kinyerezi residents are conducting small agricultural activities whereby they grow vegetables and keep animals like pigs, goats and cows and birds like hens and ducks.

1.1.7 Transport and Communication

Kinyerezi have tarmac roads for the main roads but does not have interior tarmac roads, the main road connects Kinyerezi with Tabata Segerea and Airport which makes connection to Tazara and Ubungo to town centre. There is access of telephone communication where by all mobile phone networks are accessible; also there is internet cafe for internet services.

1.1.8 Security

There is one police station at Kinyerezi also the residents have organised local called

sungu sungu though it is not in all areas and consistent.

1.1.9 Entertainment

There are one night club and several bars and local bars (Vilabu) which sell various types of hard and soft drinks and play various types of music like bongo flavour as well as taarab, reggae, rhythm and blues, dance and kwaito. People of Kinyerezi are also football lovers, most of them are fans of Simba, Yanga and Azam football clubs as well as English and Spanish leagues.

1.1.10 Financial Services

There is no bank in Kinyerezi, there is electronic money service of almost all mobile networks such as Tigo, Airtel, Zantel, Sasatel and Vodacom, and there is one microfinance institution.

1.2 Community Needs Assessment

The CNA was done to identify the community's needs, opinions, challenges and assets they have. This will help in making development plans to reach development goals through establishing the project as a solution to meet the community needs. The assessment gives the room to the community to tell about their assets, opportunity as well as the challenges they are facing.

The CNA was possible with assistance of Kinyerezi local government chairman and the research team which helped in gathering information enough to reveal economic status of Kinyerezi ward. This helped to reveal the problem which later used to establish the project as a solution to the challenge affecting the people of Kinyerezi. CNA is very crucial in identifying various challenges of the community.

1.2.1 Main Objective

The main objective of conducting community needs assessment is to acquire information about the community's needs, opinions, challenges and assets they have so as to come up with the project as a solution to meet community needs.

1.2.2 Specific Objectives

1. To explore the economic strength of the community.
2. To examine education situation in the community.
3. To realize economic strength in relation to education situation in the ward.
4. To investigate sources of income in the community.

1.2.3 Research Questions

The CNA was guided by the following questions, what are the assets of the community? What challenges community has? What should be done to overcome the challenges in the community?

The CNA was driven by the following research questions;

1. What is the economic strength in this community?
2. What is the level of literacy in your community?
3. Is there any relation between economic strength to the education situation in this community?
4. What are the sources of income in this community?

1.2.4 Research Methodology

The research methodology considered, research design, sampling techniques, data collection methods and data analysis methods.

1.2.4.1 Research Design

This study used cross-sectional descriptive research design to collect precise information; the design helps to gather data both qualitatively and quantitatively from the part of population within short period of time.

1.2.4.2 Sampling Techniques

This study used both random and non random sampling so as to get part of the population to make inference about the whole population of Kinyerezi, as it should be understood that it is difficult to cover the whole area of Kinyerezi so sampling helps in getting representatives.

The researcher used random sampling to get 68 community members from all wards of Kinyerezi. Also the researcher used non random sampling for the respondents which the researchers have already known of as people to work within the assessment, or in other words the people that the researcher knows they have information that is needed, and those included (1) local government chairman and (1) cell leader plus (8) CBO members, this make the total number of respondents to be (78).

1.2.4.3 Data Collection Methods

Primary data were collected from Kinyerezi wards using questionnaire, focus group discussions, in-depth interview and participatory observation, Secondary data were collected from journals, internet, pamphlets, books and research studies. The methods helped in collection of useful reliable data which in one way or the other will be used to reveal the assets, challenges and opportunities of Kinyerezi ward.

1. Questionnaire

Questionnaire is formalised set of questions for obtaining data from respondents. Primary data were collected using structured questionnaire which is very helpfully in collecting data as quantitative research method. The questionnaire used to collect data from (68) households of Kinyerezi whereby there was (22) households for Bonyokwa and Kifuru subward and (24) households for Kinyerezi sub ward, as Kinyerezi have got (3) sub wards that made number of the households to be (68).

2. In-depth Interview

In-depth interview involves thorough individual interviews to gather respondent point of view on a certain idea, program or situation. The researcher used in-depth interview in an area where other methods where not used for the purpose of digging deeper information concerning particular idea, data or information. In depth interview were used to collect data from (1) cell leader and (1) local government chairperson.

3. Participants Observation

The researcher observed a number of factual life situations and accounts its relevant occurrence. This helps to prove the data gathered from the answers provided by the respondents.

4. Focus Group Discussions

Under this tool facilitator asked questions to the respondents and note taker records the information, it helps to gather as much as information because is allowing

interaction with the respondents as it is very friendly, flexible and provide wide range of explanation. This was used to collect data from (8) CBO members.

1.2.4.5 Data Analysis Methods

The researcher analysed data both qualitatively and quantitatively, where by the researcher used Statistical Package for Social Sciences (SPSS) version 16.0 software to process and analyse data obtained from questionnaires. Different variables were coded and then imported into SPSS version 16.0 software, enabling calculations of frequency and percentages. The data was summarised and presented using frequency tables and pie charts.

Qualitative analysis was on data obtained from in-depth interviews, participatory observation and focus group discussions, where by these data was subjected to content analysis, Which refers to words ,meanings, pictures, symbols, themes or any message that will be communicated during the study, Moun-ton, (2001). The data obtained from in-depth interviews, participatory observation and focus group discussions was broken into smallest meaningful units of information, so as to assess economic situation of Kinyerezi ward.

1.3 CNA Findings

The CNA done so as to know the economic condition of Kinyerezi ward and finally came up with the fallowing results;

1.3.1 Quantitative Findings

Quantitative findings obtained using SPSS and the results were as follows;

About 23.5% of the respondents said that they are employed in private sector, while government sector employs 11.8%; only 27.9% have self employment while 36.8% don't have any employment.

Table 1: Percentage of respondents on Employment Status

		Employment status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I'm employed in private sector	16	23.5	23.5	23.5
	I'm employed in government sector	8	11.8	11.8	35.3
	I have self employment	19	27.9	27.9	63.2
	I don't have any employment	25	36.8	36.8	100.0
	Total	68	100.0	100.0	

Source: Field findings 2012

Table 2: Percentage of respondents on Business Status

Source: Field findings 2012

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes I'm doing local business	20	29.4	29.4	29.4
	Yes I'm doing big business	12	17.6	17.6	47.1
	No I'm not doing any business	36	52.9	52.9	100.0
	Total	68	100.0	100.0	

Also the data shows that 29.4 % of the respondents are doing local business; while 17.6% are doing big businesses the other 52.9% of the respondents are not doing any business.

About 26.5% of the respondents have trained on entrepreneurship skills and 73.5% of the respondents have not trained on entrepreneurship skills. About 27.9% of the respondents said the condition of public services is sufficient while 72.1% of the respondents said the condition of public services is insufficient. About 16.2% of the respondents are practicing agriculture while 83.8% of the respondents are not practicing agriculture.

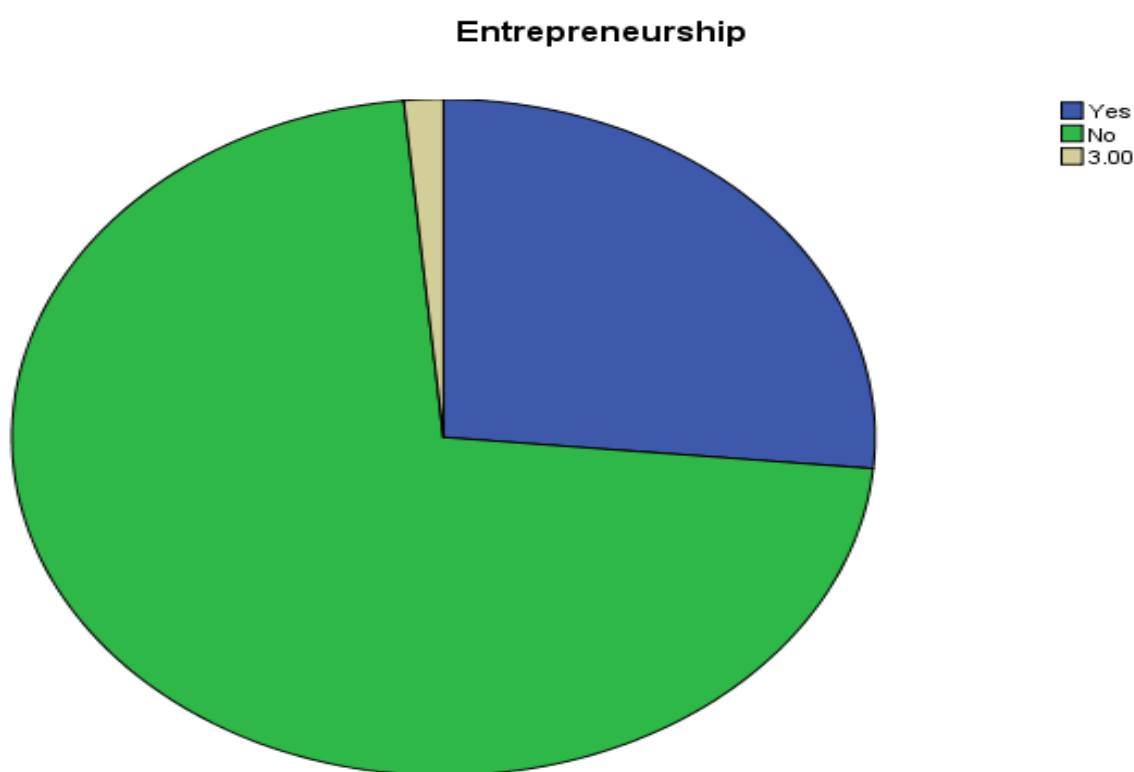


Figure 1: Percentage of responses on entrepreneurship training

Source: Field findings 212

The 33.8% of the respondents said that the condition of infrastructure is good while the 66.2% of respondents said that the condition of infrastructure is bad. About 30.9% of the respondents said that condition of education is good and 69.1% of the respondents said that the condition of education is bad.

Table 3: Percentage of respondents on Education Status**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	21	30.9	30.9	30.9
	Bad	47	69.1	69.1	100.0
	Total	68	100.0	100.0	

About 23.5% said yes there are microfinance institutions, 16.2% said that there are no microfinance institutions while 60.3% of the respondents said that they don't know if there are microfinance institutions. About 32.4% of the respondents said yes there are Identified areas for social and economic activities while 67.6% of the respondents said there are no identified areas for social and economic activities

Table 4: Identified areas for social and economic activities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	32.4	32.4	32.4
No	46	67.6	67.6	100.0
Total	68	100.0	100.0	

Table 5: Access to loan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	22.1	22.1	22.1
	No	53	77.9	77.9	100.0
	Total	68	100.0	100.0	

Sources: Field Findings 2012

About 22.1% of respondents said that they have access to loan and 77.9% of the respondents said they do not have access to loan. About 26.5 % of the respondents said there are youth groups running economic activities, 50% said no there are no youth groups running economic activities while 23.5 % of the respondents said they don't know if there are youth groups running economic activities.

About 19.2 % of the respondents said yes there are women groups running economic activities, 17.6% of the respondents said there are no women groups running economic activities, while 63.2% of the respondents said that they don't know if there are women groups running economic activities.

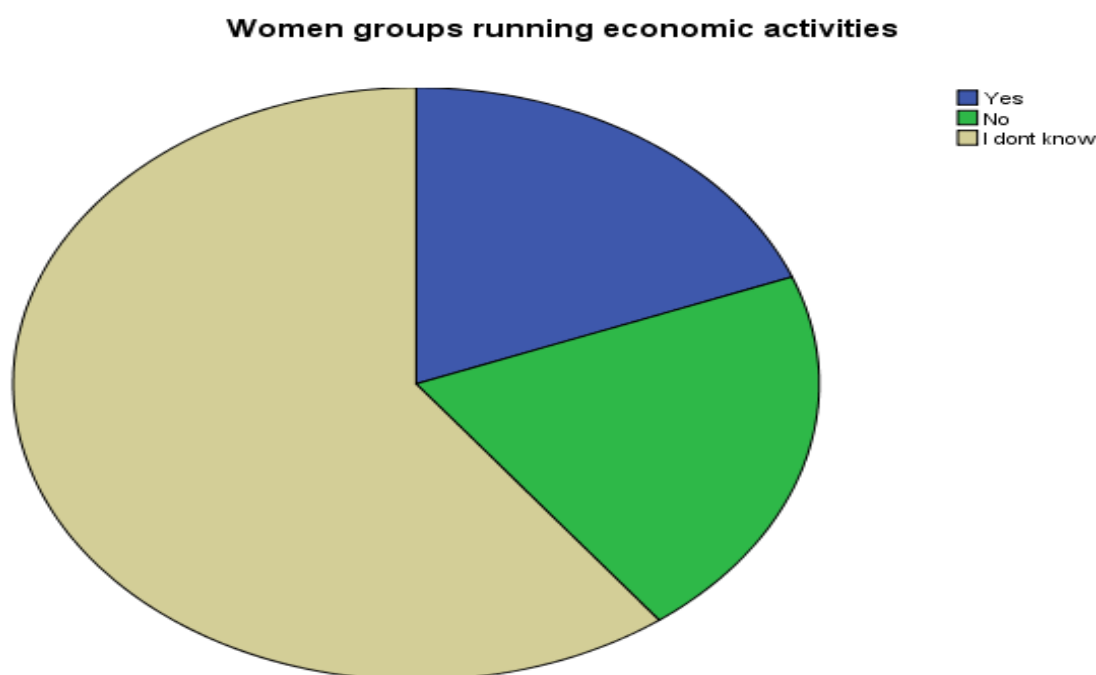


Figure 2: Percentage of responses on women groups running Economic activities

Source: Field findings 2012

The 16.2 % of the respondents said that there is main market, while 83.8% of the respondents said that there is no main market. About 54% of the respondents said that there is enough security, while 45.6% said that there is no enough security. About 27.9% of the respondents said yes women owns asset while 72.1% said that women do not own asset in the community.

Table 6: Percentage of responses on women assets ownership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	27.9	27.9	27.9
	No	49	72.1	72.1	100.0
Total		68	100.0	100.0	

Source: Field findings 2012

About 60.3% of the respondents said there is inclusive land use plan while 39.7% of the respondents said there is no inclusive land use plan, 42.6% of the respondents said there is sufficient Women engagement in economic activities while the rest 57.4% of the respondents said there is insufficient women engagement in economic activities, 33.8% of the respondents said that there is sufficient youth engagement in economic activities while 66.2% of the respondents said there is insufficient youth engagement in economic activities.

Table 7: Percentage of responses on economic activities

Youth groups running economic activities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	26.5	26.5	26.5
	No	34	50.0	50.0	76.5
	I don't know	16	23.5	23.5	100.0
	Total	68	100.0	100.0	

Source: Field Findings 2012

1.3.2 Qualitative Findings

The researcher analysed findings obtained from focus group discussion and in-depth interview qualitatively as follows;

This study found that there is lack of security as there is only one police station in kinyerezi and that makes the people to live under fear of their lives and properties. For instance one of the business owners said,

“I was robbed by the bandits and when I called the police they late the response and that makes me to leave under fear and even close my business early than usual. I lost the customers as they are still in need of service but I fear to lost my business”

(My translation). The data found that there is low level of volunteerism in the society which is caused by poverty as people want money for whatever they are asked to do for the benefit of the whole community, example there was a system of volunteerism in security in the Kinyesrezi ward but it came to be failed because the youth wanted

to be paid though it was a volunteerism issue. Not only in security but also there is lack of volunteerism in activities like digging trenches and clearing interior roads. Another reason for that is that people condemn that the local governments does not use the money they collect from different taxes for the development of the ward.

Another reason for that is that the people condemn that the local government does not use the money they collect from different taxes for the development of the ward, example having garbage collecting systems.

One of the respondent said that, *“How could I volunteer while the local government collects the money from different sources like mama ntilie (Local food sellers) and big businesses and I don’t see any development.....they just take money but nothing is done, you see there is even no transport to collect garbage’s like in other places like sinza (A ward in kinondoni district) you see”* (My translation).

Interviewees’ report that there is lack of enough market as the area proposed for the market is not yet built and that makes it difficult for them to run their business well. Lack of enough market also decreases the number youth and women participation in IGAs as they fear of where to sell their products.

The respondents also said there are poor health services and that is because of having only one government dispensary in Kinyerezi ward which also lacks human resources and facilities. That forces them to go to private dispensaries which are expensive for many of them to afford. The little money they have is all taken and hence makes them continuing living poor, as they have many problems to solve. One

of the respondents said, *“It’s hard you see the nearby dispensary is just for malaria if you have big diseases you might end up dying, there is no ambulance eeee you diemy brother”* (My translation).

Employment is a problem to many people in kinyerezi ward especially youth, the study revealed that many youth vulnerable to poverty due to lack of something to do .Some of the youth are just hanging out playing pool table(gambling) ,few are doing small business while lacking skills and knowledge to operate them. Women own small business like selling fish, vegetables and food with little income to sustain their lives. One of the respondents said that *“My Sister is doing mama ntilie (local food seller) and she sometimes went bankrupt and eat even the capital (meaning her sister) yaani acha tu kaka yanguit’s complicated, you see its worth less”* (my translation).

Another respondent argued that unemployment is what making youth staying at gangs groups called maskani, The respondent said that *“even me before joining the group (Meaning the CBO), I stayed in maskani (gang groups) and thank God that the group at least motivated me to at least doing local business”* (my translation).

The study found that there is problem of transportation as the interior roads are very rough, tarmac road is only for the main roads. Also the study found that there is lack of knowledge on savings to most of the youth, that culture affects them as it become difficult even to keep money and use it as the capital for IGAs.

Also the study found that there is lack of enough Government support in helping to raise economy of Kinyerezi ward. When the respondents asked if the local

government leaders arranges meetings with the people to discuss about economy of their community, The respondents said there is no such a thing as everything is done by the local government and that is influenced by politics as well as lack of fallow up from the main government to see if things go well in the ward. Also the respondents said their local leader's fears to arrange the meetings as they see they have done nothing in bringing about development in the ward so they feared to be questioned by the members of the community.

One of the respondent said that, *"For instance we were looking for assistance from local government but they say they have no funds, we failed to develop ourselves as its difficult to get loan from private institutions ,yaaani ni shida kwelikweli kaka, nenda rudi nyingi"*(My translation). Education is a problem in Kinyerezi ward, youth and women lacks enough education, there primary and secondary schools but there are no vocational training and high institutions such institutions which could make someone employ him or herself ,Education is there to prepare students for readymade jobs which are not there.

The study found that there is lack of entrepreneurship skills to youth and women and that makes it difficult for them to establish different economic activities.

One of the respondents said that, *"We lack entrepreneurship skills and makes it difficult for us to establish various activities to develop ourselves"* (My translation).

1.4 Community Needs Prioritization:

Table 8: Paired Comparison Technique

Problem	Market	Access to loan	Government support	Entrepreneurship trainings	Unemployment	Transportation	Saving culture	Volunteerism	Security	Health Services	Education
Market	Market	Market	Government	Entrepreneurship	Unemployment	Market	Saving culture	Volunteerism	Market	Health	Education
Access to loan	Access to loan	Access to loan	Government	Entrepreneurship	Unemployment	Access to Loan	Access to loan	Access to loan	Security	Health	Education
Government support	Government	Government	Government	Government	Unemployment	Transportation	Saving culture	Government	Security	Health	Government
Entrepreneurship Trainings	Entrepreneurship	Entrepreneurship	Government support	Entrepreneurship	Unemployment	Entrepreneurship	Saving culture	Entrepreneurship	Entrepreneurship	Entrepreneurship	Education
Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment	Unemployment
Transportation	Market	Market	Government	Entrepreneurship	Unemployment	Transportation	Saving	Transportation	Security	Health	Education
Saving culture	Saving Culture	Access to loan	Saving	Entrepreneurship	Unemployment	Saving	Saving	Saving Culture	Security	Health	Education
Volunteerism	Market	Access to loan	Government Support	Entrepreneurship	Unemployment	Volunteerism	Saving Culture	Volunteerism	Volunteerism	Health	Education
Security	Market	Access to loan	Access to loan	Entrepreneurship	Unemployment	Security	Saving culture	Security	Security	Health	Education
Health services	Health	Health s	Health	Entrepreneurship	Unemployment	Health	Health	Health	Health	Health	Education
Education	Education	Education	Education	Entrepreneurship	Unemployment	Education	Education	Education	Education	Education	Education
Score	4	4	6	9	11	2	7	2	5	8	9
Rank	9	8	6	2	1	10	5	11	7	4	3

Sources: Field Findings 2012

This study used Paired comparison technique as the method of choosing the need to be prioritized, where by the researcher set up the matrix for discussions which compares one issue over the other and then allows the research committee to choose equally which issue they think should be given priority, eliminated or condensed.

Through paired comparison technique the research committee was asked to choose equally which problem they think should be given priority amongst all problems revealed by the CNA. Where by unemployment problem was prioritized by the large number of research committees and that gave a reason to establish a project to deal with that problem.

1.5 Chapter Conclusion

The prevalence of income poverty is still high in Tanzania, according to the house hold survey of 2000/01 the proportion of the population below national food poverty line is 18.7 percent and that below the National basic needs poverty line is 35.7 percent. National Strategy for growth and reduction of poverty, (NSGRP).

Kinyerezi ward just like many parts of Tanzania is vulnerable to poverty as it revealed b this study. According to United Nations “Poverty is prevalent in sub Saharan Africa, this can be seen from the fact that the bottom 25 spots of the United Nation (UN) quality of life index are regularly filled by Sub-Saharan African Nations.¹⁸ while Sub-Saharan African Nations usually constitutes two third of the 50 nations on the UN list of developed countries. ” According to World Bank, 2000, poverty must be considered as a structural problem in Sub Saharan Africa. About 45-50 percent of the total population lives in poverty, and most of this concern people facing chronic poverty. According to the AU, the proportion of people living in extreme poverty, using the

new 1.25 dollars per day poverty line is 51 percent in Sub-Saharan Africa and three percent in North Africa.”

All these prove there is a need to talk with community and see what problems they suffer and hence come up with the possible solutions. The CNA was done to identify the assets, challenges and opportunities the Kinyerezi community have, this will help in making development goals through establishing the project as a solution to the challenge affecting the people of Kinyerezi. This was done by talking to the residents about their economic challenges and opportunities so as to meet the possible solutions to the challenges they are faced.

CHAPTER TWO

2.0 PROBLEM IDENTIFICATION

2.1 Back ground to Research Problem

Kinyerezi ward like many parts of Tanzania is vulnerable to poverty and the problem becomes bigger due to lack of enough government support on bringing about welfare to citizens. As the first President of South Africa Mr Nelson Mandela propagated that “Overcoming poverty is not a task of charity, it is an act of justice. Like Slavery and Apartheid, poverty is not natural, it is man-made and it can be overcome and eradicated by the actions of human beings”.

Lack of enough government supports makes difficult for the citizens to be provided with good transportation, having reliable market as well as water and good health services. The citizens are aware that the taxes they pay are not used for the intended purposes and that makes it difficult for them to volunteer in digging trenches and reconstruction of interior roads or building schools.

Decline of the government to provide welfare to citizens wreaks havoc to education which is very crucial weapon of eradicating poverty. Education is very crucial to the human development both economically as well bringing about social stability. Lack of it is a source of criminal, sexual risk taking, poverty and drug use. Galabawa, 2001 propagated that, “central government has withdrawn from direct provision of goods and services”. We have witnessed children completed primary schools without knowing how to read and write. Justinian Galabawa, 2001 pointed out that “there is incontrovertible evidence that in Tanzania the quality of primary education has declined”. Teachers are not paid well and there is lack of enough teachers. It’s hard to

increase quality of education of secondary schools and university level while there is decline in a primary level which is a basic level.

Lacking education makes people lacking knowledge on savings and it become worse as there is difficult access to loan due to complicated conditions. Education is channelled or prepares students to white colour jobs which are not there, it's bad situation because there are very scarce employment opportunities. Education become business and it become harder for the son of the peasant to afford. There is low follow up by the government to regulate fees at all levels. In education, cost-efficiency measures were introduced alongside cost-sharing initiatives and the development of non-state provision. As a result the balance of financial burden shifted away from government and towards parents, which resulted in a growing inequality of access at all levels, along with disparities of quality (Galabawa, 2001).

As a matter of facts many people fails to gain education and for those who gain it, fails to get employment or employ themselves the reason that contribute the increase of the problem of unemployment. According to National Bureau of statistics, “the unemployment rate in Tanzania was estimated at 10.7 percent in 2011. Historically, from 2001 until 2011. Tanzania unemployment rate averaged 11.8800 percent reaching an all time high of 12.9000 percent in December of 2001 and a record low of 10.7000 percent in October of 2011. Youth are very vulnerable to unemployment as according to Youth Employment Summit Secretariat, 2012,” youth in developing countries have limited chances of earning a decent income breaking out of poverty cycle.” According to United Nations “the vulnerable unemployment rate in Sub-Saharan Africa in 2009 was 76%”. It is difficult for youth to employ themselves as they lack entrepreneurship

training which could sharpen their knowledge and skills capable of employing themselves.

2.2 Problem Statement

Youth are very vulnerable to unemployment problem, Unemployment rate amongst youth (15-34yearsold) was 13.4%, female's stands at 14.3% and amongst Males were 12.3%, ILFS, (2006). Increasing self-employment awareness to youth by providing entrepreneurship training creates their capability to tackle the environment and be able to profitably grab the available resources and opportunities in the society. Different projects dealt with the problem such as, D.Salim, (2009) did project on "*youth empowerment through entrepreneurship training*" and J. Kanyuyny, (2010) did a project on "*capacity building in income generating groups: A case study of VICOBA groups in Lushoto District*". Both projects succeeded to train youth on entrepreneurship and provide them with managerial skills, gender issues, savings and investment as well as well as issues related to HIV/AIDS. However, despite all these efforts still the problem of unemployment gets bigger day after day as the number of unemployed youth increases. This gives a reason to add more efforts on training more youth so as to reduce the magnitude of the problem. As the increasing unemployed majority may engage in unlawful activities and leads to evils like drugs usage, criminals and prostitution just to mention the few. Therefore it is important to contribute to what has been done so as to alleviate the problem, as a matter of fact through perseverance, this project aims at increasing self-employment awareness to youth by providing entrepreneurship training.

2.3 Project Description

The project title is “Increasing self-employment awareness to youth by providing entrepreneurship training”. The project was conducted at Kinyerezi ward which is one amongst wards of Ilala district.

2.3.1 Target Community

The project beneficiaries were youth in Kinyerezi ward; those who fail to develop and establish different profit making activities due to lack of entrepreneurship skills and knowledge. The data obtained from community helped to reveal the problem of unemployment and thus lead to the formulation of the project to alleviate the problem. The youth participated in the training which increased their awareness to self-employment and make them capable of employing themselves as well as develop the IGAs for the existed one. There were six days entrepreneurship training conducted by The CED student in collaboration with the facilitators which to a large extent helped the Group and community at large to acquire knowledge and skills on entrepreneurship.

2.3.2 Stakeholders

This project incorporated several stakeholders whom in one way or another helped the success of this project, the stakeholders involves community leaders who helped in identification of the CBO to work with as well mobilising other members of the community to be involved in the training.

Furthermore the community leaders ensured fully cooperation with the CBO and other members of the society in making the project sustainable, such as providing legal and

economic support to the CBO as well as collaborating in making the project meets its target, thus including frequent project monitoring.

Also it involved the microfinance institution called Ndoto Trust Fund which agreed to cooperate with the CBO members in developing their income generating activities. The project also involved Mibega Pamoja organization which assured to cooperate with Kinyerezi Mbuyuni Camp in development activities. Apart from that the project involved legal officer, Ward Community Development Officer and the facilitator whom in one way or the other helped in making the whole project activities successfully. Furthermore all Kinyerezi Mbuyuni Camp members showed fully cooperation in making this project achievable.

2.3.3 Project Goal

The goal of this project is to build capacity and ability of youth to tackle the environment, grab opportunities and utilize the available resources for sustainable livelihood. This project is intended to deliver entrepreneurship awareness and skills to youth by providing extensive training which in one way or the other will act as a their catalyst in engagement in various income generating activities. Entrepreneurship training will therefore increase their morale through sharpening their minds enough for establishment of income generating activities to generate income enough to improve their life standards.

2.3.3.0 Project Objectives

The project was guided by the following objectives;

2.3.3.1 Main Project Objective

The main objective was to ensure that youth are capable of employing themselves and aware of gender, expecting that by the end of the project youth become gender sensitive as well as competent and establish income generating activities to improve their lives.

2.3.3.2 Specific Project Objectives

The project got the following specific objectives;

1. To build capacity to 30 youth to establish various profits making activities through entrepreneurship training, by the end of the project.
2. To eliminate gender bias and increase gender awareness, respect and self-assurance of youth to participate equally in IGAs.
3. To generate income generating activities awareness to youth through entrepreneurship training by the end of the project.
4. To build confidence of youth to work and perform different IGAs with precise results through the attained skills and knowledge by the end of the project.

2.4 Host Organisation

The host organization is Kinyerezi Mbuyuni Camp which is a community based organization found in Kinyerezi ward of Ilala district. The organization was formed in 2010 with 40 members.

2.4.1 Leadership

The KMC organization comprises of Chairperson, assistance chairperson, secretary as well as other members.

2.4.2 Vision and Mission

The vision of the Kinyerezi Mbuyuni Camp is to become the sustainable and well developed community based organization in the country.

The mission is to provide social and economic platform to its members and other youth to run income generating activities to get out of poverty.

2.4.3 Activities

The group is conducting various activities like sensitizing other community members especially youth on the importance of involving in IGAs, helping people affected with HIV/AIDS as well as environmental conservation by planting trees as well as collecting garbage.

Some members of the organization are running different IGAs like tailoring, small shops, selling vegetables, poultry as well as selling fish. The group also have a future plan of opening the group IGAs.

2.4.4 Organizational Structure

The head of the group is chairperson who is assisted by assistant chairperson followed by the secretary and other group members.

2.4.5 SWOC Analysis

Table 9: SWOC Analysis

Strength	<ul style="list-style-type: none"> • Having committed group members • Having defined organization structure
Weakness	<ul style="list-style-type: none"> • Lack of enough entrepreneurship skills and knowledge
Opportunity	<ul style="list-style-type: none"> • Having local government in the community • Having good economic environment

2.4.6 Roles of the CBO in the Project

The CBO served as the host organization of this project and gave fully support in formulation of questions for data collection as well as the collection of both qualitative and quantitative data, also in the problem identification as well as project implementation. This project followed participatory approach so the CBO involved from the initial stage of the project to the end of the project, which means the CBO was cooperated at each project stage.

CHAPTER THREE

3.0 LITERATURE REVIEW

3.1 Introduction

This chapter is about the literature on self-employment awareness and entrepreneurship training; it comprises what other sources scholars and researchers conceptualize the concepts of self-employment awareness and entrepreneurship. Also it looks on the other researcher's point of view that is how they find things or in other word the efforts made by other researchers to deal with the effort to increase self-employment awareness to youth through providing entrepreneurship training, It is also looking on different policy, rules and laws governing the study.

3.2 Theoretical Literature

Theoretical literature presents all the diversions, the way the concepts of the project are defined by different scholars and other reputable sources to meet the problem identification, extent, existence as well as the benefit of solving it.

3.2.1 Problem of Unemployment

Eric Zuehlke, (2009:2) stipulates that, unemployment embodies those in the work force ages who do not have a job but are actively seeking for jobs. According to International Labour Organization, unemployment occurs when people are without jobs and they have actively sought work within the past four weeks. Furthermore scholars define unemployment as an economic indicator that refers to the number or proportion of people in an economy who are willing and able to work, but are unable to get a job; a person in this situation is said to be unemployed.

Unemployment is the most challenge of the Sub-Saharan African economies which wreak havoc to the development of these countries. In 1961 the independent Tanzania had stumpy if not low economic levels. Most of the Tanzanians was just labourers at foreigners plantations of sisal, coffee, cotton, tea and tobacco, where by many Tanzanians lived in rural areas committed in peasant agriculture. As a result the Government under the late J.K.Nyerere introduced nationalization of major means of production under Arusha Declaration in 1967.

According to Msambichaka and Mjema, 1998 “a number of state owned enterprises (SOEs) were created in the aftermath of Arusha Declaration and were charged with, among other things, the responsibility of generating surplus and employment for Tanzanians”, Where by employment were created at large amount.

However starting from the early 1970's The Tanzania economy failed to provide new employment opportunities for the growing population. According to Lipumba et al, (1984) and Maliyamkono and Bachwa (1990) factors contributed to that are ,the first and second rounds petroleum price hikes in 1973 and 1979,war with Uganda in 1978-1979,collapse of East African Community in 1977,droughts,internal mismanagement of economy and adverse terms of trade movements”. Even the formation of the so called National economic survival programme (NESP) and Structural Adjustment programme (SAP) 1982-1984, failed to solve the issue of unemployment because it was very donor dependent that is IMF and World Bank. So they just died when donor funds were not imminent.

Kasilati, (1996), estimates that by 1995 there were about 30,460 people who had been retrenched from public sector employment. Current estimates stipulate that, 70% of the unemployed labour force twisted to informal sector for survival as the formal employment sector failed to provide employment. According to National Bureau of statistics, “the unemployment rate in Tanzania was estimated at 10.7 percent in 2011. Historically, from 2001 until 2011. Tanzania unemployment rate averaged 11.8800 percent reaching an all time high of 12.9000 percent in December of 2001 and a record low of 10.7000 percent in October of 2011” The situation is bad not all in Tanzania its affect the whole region of Sub-Saharan Africa.

According to an economic report launched by the African Union (AU) at the joint annual conference of the African Union and United Nations Economic Commission for Africa (UNECA) in Malawi’s capital of Lilongwe. “Africa’s continent-wide unemployment rate was at 8.2 percent in 2009, slightly better than the 8.5 percent recorded in 2004 before the global economic boom and bust”.

Most of Sub-Saharan African countries are suffering from unemployment problem which affects the citizens and make them living extremely poor lives; According to the AU, “the proportion of people living in extreme poverty, using the new 1.25 dollars per day poverty line is 51 percent in sub-Saharan Africa and three percent in North Africa”. According to United Nations “the vulnerable unemployment rate in Sub-Saharan Africa in 2009 was 76%”. Youth are very vulnerable to unemployment as according to Youth Employment Summit secretariat 2012, “youth in developing countries have limited chances of earning a decent income breaking out of poverty cycle.” International labour

organization anticipates that more than one billion jobs need to be created to accommodate these new workers and reduce unemployment in coming two decades.

3.2.2 Self –Employment

Self-employment is working for oneself. Self-employed people work for themselves instead of an employer, drawing income from a trade or business that they operate. Self-employment is the simplest form of business organisation, comprising in its most basic form a one-person firm without an employer or employees. (Lexicon English Dictionary, 1996).

The word awareness means knowledge or understanding of a subject, issue, or situation, (Macmillan English Dictionary, 2007). Also it means that knowledge or perception of a situation or fact, (Oxford Advanced Learners Dictionary, 2010), that means self-employment awareness means having knowledge and understanding that helps someone to work for him or herself or in other word employ him or her and not employed by a person or a company.

Tanzania unemployment rate averaged 11.8800 percent reaching an all time high of 12.9000 percent in December of 2001 and a record low of 10.7000 percent in October of 2011.” (National Bureau of statistics) so self-employment is very crucial solution on solving the problem of employment.

3.2.3 Youth and Unemployment

The UN, for statistical consistency across regions, defines ‘youth’, as those persons between the ages of 15 and 24 years, without prejudice to other definitions by member States. Also according to African Youth Charter “youth” means “every person between

the ages of 15 and 35 years". Also youth is defined as generally the time of life between childhood and adulthood (maturity).

Youth are very vulnerable to unemployment as according to Youth Employment Summit secretariat 2012,"youth in developing countries are having limited chances of earning a decent living breaking out of poverty cycle".

International labour organization anticipates that more than one billion jobs need to be created to accommodate these new workers and reduce unemployment in coming two decades. Youth are very vulnerable to unemployment, studies shows that Youths aged between 10 and 34 years continue to face more serious problem of unemployment compared to other groups because a majority of them enter the labour market for the first time without any work experience or skills. About 73 percent of the unemployed persons are youths. According to ILFS 2000/01, youth unemployment rate is about four times (350%) the adult unemployment rate and is growing at a rate twice as much. According to Mjema (1997: 48) "the urban youths (15-24 year olds) ... are the most affected," the unemployed youth's makeup 7.2 % and 1.3% of all the unemployed persons in the urban and rural areas respectively, are 2.2% of all Tanzanians.

3.2.4 Theories of Unemployment

Unemployment got various theories which describe the condition that lead to its presence as fallows;

3.2.4.1 Keynesian Unemployment Theory

Keynesian unemployment theory argues that, when there is not enough aggregate demand in the economy to provide jobs for everyone who wants to work. Demand for

most goods and services falls, less production is needed and consequently fewer workers are needed, wages are sticky and do not fall to meet the equilibrium level, and mass unemployment results, (Global development of Environment Institute, 2006).

In other words, Cyclical, deficient-demand, or Keynesian unemployment, occurs when there is not enough aggregate demand in the economy to provide jobs for everyone who wants to work. Demand for most goods and services falls, less production is needed and consequently fewer workers are needed, wages are sticky and do not fall to meet the equilibrium level, and mass unemployment results.

3.2.4.2 Classical Unemployment Theory

Classical or real-wage unemployment happens when a job's real wages are set higher than the market-clearing level, leads to the number of job-seekers to go above the number of available vacancies. The classical theory, as analyzed by Pigou (1933) and Solow (1981), argues that "the labor market consists of demand and supply of labour. Demand for labour is a derived demand, obtained from the declining portion of the marginal product of labour. The demand curve is a negative function of real wage in that if wages increase the quantity demand for labour will decline and the opposite is correct. The supply of labour is derived from worker's choice whether to spend part of time working or not working (leisure). Supply of hours worked is a positive function of the real wage, because if the real wage rises, workers supply more hours of work. In equilibrium, demand and supply of labour are intersected at a clearing point that determines the equilibrium real wage rate and full employment".

3.2.4.3 Marxist Theory of Unemployment

Marxist theory of unemployment states that, “It is in the very nature of the capitalist mode of production to overwork some workers while keeping the rest as a reserve army of unemployed paupers “According to Karl Marx, unemployment is inherent within the unstable capitalist system and periodic crises of mass unemployment are to be expected.

3.2.5 Concepts of Entrepreneur and Entrepreneurship

Bonn (1999:87) defines an entrepreneur as “innovative, imaginative, skilful, predictive, Bonn (1999:87) defines an entrepreneur as “innovative, imaginative, skilful, predictive, optimistic and venturesome s/he take the initiative and exploits the business environment of the moment through an economic activity”. There is general agreement that an entrepreneurial career can be developed through entrepreneurial training (Olomi: 1999:167) , (Themba, Chame, Rhumbika and Makgosa, 1999:113) , (O’Riordan, Swai and Rugumyamheto, 1999:33).They argue that “Education and training can strengthen the need for achievement, alleviate fear or failure and enhance self-confidence”.An entrepreneur is someone who can locate new ideas and put them into effect, he cannot allow things to get into a rut and for him today’s practice is never good enough for tomorrow. (Baumol, 1968).

Entrepreneurship is the act and art of being an entrepreneur or one who undertakes innovations or introducing new things, finance and business acumen in an effort to transform innovations into economic goods. This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting new businesses (referred

as Start up Company); however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity.

Entrepreneurship can be described as the search for new products, new production methods, new markets and new forms of an organization, (Schumpeter, 1998). Rwigema and Venter, (2004). Define entrepreneurship as the “process of conceptualizing, organizing, launching and through innovation nurturing business opportunity into a potentially high growth venture in a complex, unstable environment”. “Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and/or career commitment or provide value for some product or service. The product or service may or may not be new or unique but value must somehow be infused by the entrepreneur by receiving and allocating the necessary skills and resources.” (Ronstadt, 1984).

3.2.5.1 Entrepreneurship Theories

There are certain theories that explain what makes someone to be entrepreneur that explanation is provided by several theories which show the behaviour of entrepreneurial. The theories of entrepreneurship vary from sociological, psychological and economic theories.

3.2.5.2 Need for Achievement (n-Ach) Theory

Psychological theories such as those developed by McLelland pay attention to personal traits, motives and incentives of an individual and conclude that entrepreneurs have a strong need for achievement. McLelland & Winter, (1971).

This theory developed by McClelland, (1961) in his scholarly work called economic development; According to him individuals with high need for achievement (n-ach) were more likely to choose entrepreneurial careers than others, whereby he defined n-Ach as the desire to do well for the sake of inner feeling of personal accomplishment.” McClelland, (1961) gave characteristics of the people who is in the n-Ach category, such as desire of autonomy, independence and leadership, moderate risk taking and innovative behaviour as well as pro active.

3.2.5.3 Locus of Control Theory

This theory was suggested by Rotter, (1966) as a model of measuring locus control which means that, the extent to which people control their destinies. The theory is having two types of people that are internals and externals;

External locus control stands for those who believe that what happens to them resulted from luck, chance, fate or forces beyond their control. That is referred as learned helplessness by Seligman and Maler (1967). External locus control have the sense that powerful people dominate their lives influences and the fate they face is out of their control.

Internal locus control is for those who believe that they control their destinies. According to Rotter, (1966), people with internal belief are in a good position to struggle for achievement than those with external belief. And that arouse the possibility of people with internal belief to engage in entrepreneurship.

Last but not least the theory is made up of risk taking prosperity which means

generalised tendency to choose more risky alternatives. This theory is suggested by Reuss, (1870) who states that venture spirit willingness to take risks” is the major trait of entrepreneurship. According to Risk-taking propensity theory, the level of risk preference – low, moderate, high can influence an individual’s decision to start a business. The theory stipulates that for certain individual to become entrepreneur he or she risks family relations, psychic well being, opportunities as well as financial well being.

Brockhaus (1982, 42-45) suggests that an internal locus of control, even if it fails to distinguish entrepreneurs, may serve to distinguish the successful entrepreneur from the unsuccessful one Locus of control that conclude that an entrepreneur will probably have strong internal locus of Control (Low & MacMillan 1988, 147, Amit et. al. 1993, 821). This means that an entrepreneur believes in his or her capabilities to start and complete things and events through his or her own actions.

3.2.5.4 Sociological Approach

Sociological approach states that entrepreneurship behaviour is generated by the individual interaction with the society that is to say entrepreneurs are made by the society. There are various sociological factors which persuade certain individual to become entrepreneur. Socially marginalised people are those who do not have less integration with their society. Socially marginalized people or sometimes we refer them as negative displaced people. Marginal men are individuals who are less integrated in their society. These are people who are uniquely positioned to exploit their position part of the society on the adoption. They are free of restrictions imposed by its dominant value.

3.2.5.5 Economic Approach

Economic approach contains several factors such as raw materials, labour, market and capital which have a vital role in entrepreneurship. Economic factors are considered be the most direct and immediate influence on entrepreneurship. In this approach factors such as capital, labour. Raw materials and markets play a great role in influencing certain individual to become entrepreneur. Capital plays great role in production process as it simplify production by facilitating the entrepreneur to get machinery, raw materials and labour useful for production. Labour simplifies production and that influencing the materialization of entrepreneurship, also raw materials is very crucial as its absence refers to absence of entrepreneurship. Market also is very crucial in functioning of entrepreneurship.

3.2.5.6 Entrepreneurship and Self-employment

The Europe 2020 strategy recognises entrepreneurship and self-employment as key for achieving smart, sustainable and inclusive growth, and several flagship initiatives address them, whereby it helps to create Jobs, develop skills and give unemployed and disadvantages' people an opportunity to fully participate in society and the economy, According to the Europe 2020 strategy. Self-Employment can offer the room for more youth to get out of poverty if the government and society at large will provide the grounds for the youth to employ themselves and solve the problem of unemployment.

2.5.7 Youth and Entrepreneurship

According to W.K. Kellogg Foundation, (2006) Youth entrepreneurship programs can teach entrepreneurship and produce real progress towards social and economic development. The performance evidence is that properly designed youth

entrepreneurship programs can improve youth educational achievement and practical skill development.

Some studies have indicated that entrepreneurial training among youth can change the psychological tendencies and propensities associated with business ownership. (Rasheed, 2000).

Students receiving entrepreneurial training have been found to have significantly higher motivation to achieve, a higher sense of personal control, a higher self-esteem, are more innovative, have more personal control and higher achievement motivation. Studies have also showed that actually starting a business as well as experiencing entrepreneurial education increases creativity in students, (Walstad & Kourilsky 1996).

3.3 Empirical Literature

This part presents literature from findings and projects by other researchers to see how they find things. It also seeks to integrate their findings to meet positive relation with this project.

3.3.1 The role of Small Business in Poverty Alleviation, the case of Dar-es-salaam

The research done by R.Mnenwa and E.Maliti, (2008) found that there is a great relation between small business and poverty alleviation as small business have positive role in alleviating poverty as it provides poor people with economic development, self determination and empower them to have control of the resources furthermore the study found that small business is a source of job creation, however the study found that there is low capabilities of small business to generate employment as some establish small business because of lacking something to do while having little

knowledge over it. Also the research found that the bigger firm have greater opportunities of alleviating poverty than small ones hence the study advice the government policies related to small and medium enterprises (SMEs) to make good business environment.

Not only that but also the study found that small business owned by male makes more profit than those owned by females furthermore the study found that the entrepreneur having education and training were in a good position of running well their business compared to the one with less education and training or not having at all. This is also is influenced to the reason why someone started the business as others started it with no skills and passion, they just start a business just to increase their income for instance after retrenched from jobs, the need to increase income to meet daily needs, lack of adequate income and so forth.

In addition the research found that the higher the education and training the higher capability of small business to generate employment however some of the firms failed to employ though the owners attended training and the research found that is caused by the trainings which were not designed to meet the specific challenges faced small business rather given generally. Also the study found that modern technology and formalities have impact on the development of small business to yield better fruits. Finally the researcher found that the small and medium enterprises policy, 2003 does not done enough to help small business growth for instance to provide access to training and credit to existing and new businesses. Although it's specific objective recognises job creation and income generation which could be generated by small business and help in poverty alleviation.

Hallberg, K (2001) indicates that the reason that developing countries should be interested in small businesses is because they account for a large share of firms and employment, in other words because “they are there” searching for further justification to promote small businesses an instrument of poverty alleviation is necessary and productive.

3.3.2 Project on Capacity Building on Entrepreneurship Skills and Knowledge:

The case Study of Yange yange group in Kinyerezi ward, Ilala district.

The project done by T.Mwisomba, (2009) as the results of community needs assessment done in Kinyerezi ward which through participatory needs assessment found that lack of entrepreneurship knowledge and skills is a major problem affected the members of the group. The problem which came to be solved through project of capacity building through entrepreneurship training, whereby the project goal were to impart entrepreneurship skills and knowledge to community members and enhance the initiation of income generating activities within the community. The project trained 33 Yange Yange members group which comprises of vulnerable youth and women and make them capable in participating in new economic activities like tailoring and animal husbandry at household level. The group members were trained on various issues like risk management, impact of HIV/AIDS to the labor force, saving habit and investment as well as managerial skills. The project made the participants capable of generating income to increase their living standards.

3.3.3 Mibega Pamoja Organization, Project of Youth Sensitization to Engage in

Various economic activities.

The project done by the group called Mibega Pamoja Organization the project was at Kinyerezi ward in Ilala district. whereby it was about sensitization to the Youth to

engage in various economic activities instead of staying in the gangs groups called Maskani (Swahili slang) as well as increasing their awareness on HIV/AIDS .The members of the group were visiting various youth gangs groups and talk with them about daily life challenges and advice them to organize themselves in certain groups and at least form something to do, such as football clubs ,starting small business ,cultivation of vegetables and so forth. The group members emphasizing on the youth participation in various activities which could keep them busy instead of staying on the Gangs groups (The so called maskani in Swahili slang), whereby the project sees that it is very dangerous for the youth to stay idle as it will be easier for them to join bad groups and hence fall in drugs usage, prostitution and criminal. In order to solve that problem the Mibega Pamoja Organization aimed at starting the project of visiting and has discussions and a couple of advice with youth on how to face daily life challenges so as to get out of poverty.

3.3.4 Lesson Learnt From Empirical Literature

There is a need to provide education and Training to youth as it is very helpful in providing skills and knowledge for them to employ themselves as because of the lack of employment in formal sectors. There is a need to promote informal sector as it is now the only alternative to solve the problem of employment. Apart from that there is a need for the government and society at large to observe and solve youth challenges as youth have necessary contribution in the development of our economy. The literature suggests that there is a need to change our primary school curriculums to include business skills oriented curricula like managerial studies as well as elementary training on carpentry, metalwork, information technology and so forth, this will later be helpful to the people to face the challenge of unemployment rather than waiting for white

colour jobs which are not found. The literature sees the importance of government to provide good environment for small and medium enterprises through improving the small and medium enterprises policy of 2003 which failed to develop the SMEs sector which is helpfully in job creation. Also there should be proper training which could specifically impart skills and knowledge for certain individuals to establish income generating activities to get out of poverty. Furthermore training is very crucial for any employment to prosper as it increases skills and knowledge enough to develop the carried activity with great strength of mind and confidence hence yield better results.

Last but not least participatory needs assessment is very crucial for development as it involves the people from the start to the end, making them speaks their feelings and choose which problem they think should be solved first and that very important because many projects and policies fails as they use top down approach whereby they come to involve the people at the stage of implementation hence the projects fails to prosper.

3.4 Policy Reviews

This part reviews different current policies and asses their relevant strategies, implementation and effectiveness in advocating community economic development as far as this project is concerned.

3.4.1 National Strategy for Growth and Reduction of Poverty II, 2010 (NSGRP II)

According to National Strategy for growth and reduction of poverty II, 2010 (NSGRP II)“The focus continues to be that of accelerating economic growth, reducing poverty, improving the standard of living and social welfare of the people of Tanzania, as well as good governance and accountability”.

However the policy failed to meet the expectations as we are witnessing the Growth Domestic Product (GDP) went down from 6.704 in 2009 to 6.441 in 2010, Levels of poverty are still high and do not show signs of significant decline. Poverty and Human Development Report, (2002). There is decline of the government to provide social welfare to citizens, the problems of water, electricity, infant and under-five mortality, lack of good health services and conducive trade environment, reliable transport and communication, agriculture as well as the decline of education system, as it channeling students to readymade jobs which actually are not available. There is no good governance and accountability which could ensure citizens with improved standards of living due to grand corruption, privatization, dependency syndrome, rapid population growth, conflicts and globalization. Youth are very vulnerable to unemployment and become difficult for them to meet their daily life challenges.

The policy admits that since 2005, Tanzania's GDP annual growth rate averaged 7 percent, which is in line with MKUKUTA target of 6 – 8 percent per annum. In 2009 however, GDP growth was 6.0 percent, the decline being partly due to the global financial crisis. As a result of the crisis, volume and prices of exports went down, flows of capital and investment fluctuated, tourist and demand for tourism products were reduced. These effects worsened the balance of payments and exerted inflationary pressures on the economy. Furthermore the policy admits that, although about 630,000 new jobs were created annually, particularly in the informal sector unemployment remains an issue, in particular among the youth. Generally, unemployment rate was higher for females about 15.4 percent compared to 14.3 percent for male youth (ILFS 2006) Moreover, women constituted only 24.7 percent of paid employees, National Strategy for Growth and Reduction of Poverty II, (2010). The inflation rate has been

relatively stable during the last seven years with an average of 7% but it has increased significantly during the last 9 months, with a growth up to 13.5% in April 2011 (BOT, 2011).

3.4.2 The Tanzania Development Vision 2025

The vision states that “A Tanzanian who is born today will be fully grown up, will have joined the working population and will probably be a young parent by the year 2025. Similarly, a Tanzanian who has just joined the labour force will be preparing to retire by the year 2025. What kind of society will have been created by such Tanzanians in the year 2025? What is envisioned is that the society these Tanzanians will be living in by then will be a substantially developed one with a high quality livelihood. Abject poverty will be a thing of the past. In other words, it is envisioned that Tanzanians will have graduated from a least developed country to a middle income country by the year 2025 with a high level of human development. The economy will have been transformed from a low productivity agricultural economy to a semi-industrialized one led by modernized and highly productive agricultural activities which are effectively integrated and buttressed by supportive industrial and service activities in the rural and urban areas. A solid foundation for a competitive and dynamic economy with high productivity will have been laid. Consistent with this vision, Tanzania of 2025 should be a nation imbued with five main attributes” (The Tanzania Vision 2025). The policy promises high quality livelihood, stability and unity, good governance, a well educated and learning society and competitive economy capable of producing sustainable growth and shared benefits.

However until now the vision failed to accomplish even half of its vision, as we witnesses the decline of education for instance the current ordinary level four results

where by about 60 percent of the candidates got division zero, schools lacks teachers and teaching materials, having bad learning environment, there is no teachers remunerations, even the primary school which is a fundamental basic education has declined, there is no good governance as we witness government officials squandering revenues and some still remains in offices with very little or even no strong measures taken against them. Our economy is not competitive as the dreams of the visions. The vision aims at transforming agriculture from the current low productivity agriculture to a semi-structured industrial one (Makombe, 2006).

However we do not see reliable strong preparation to meet the vision as agriculture economy still is dominated by small scale with lack of science and technology application in agriculture. That makes the problem of employment to increase as the decline of agriculture, education plus bad governance makes difficult for people to get employment as agriculture and industries are sectors which can employ majority of citizens, education can offer skills and knowledge for people to employ themselves but the problem is, education is designed to make people waits for white colour jobs. That arouse the needs of conducting training to self employment awareness to unemployed majority especially youth who are very vulnerable.

3.4.3 The Sustainable Industrial Development Policy: 1996-2020

The Sustainable Industrial Development Policy “Places specific emphasis on the promotion of small and medium industries (URT, 2003a:8).Additionally the sustainable industrial development policy “identifies measures to enable indigenous entrepreneurs, women, youth and people with disabilities to take part in economic activities” (URT, 2003a:8) The policy is good and if well implemented it could help in reducing the

problem of employment which affects majority of youth as it provide room for them to participate in economic activities. However we do not see any preparation and implementation to meet the target and that proves to us the failure of the policy to reduce the problem of youth employment.

3.4.4 The National Microfinance Policy, 2000

The National Microfinance Policy covers the provision of financial services to small microenterprises (URT, 2003a), microfinance institutions aims at establishing financial system to serve low income and poor people to get out of poverty. As the policy states that, “The overall objective of this policy is to establish a basis for evolution of an efficient and effective micro financial system in the country that serves the low income segment of the society, and there by contribute to economic growth and reduction of poverty”. (The National microfinance policy, 2000).

However microfinance industry in Tanzania is faced a lot of challenges which hinder successfully operations. Microfinance growth depends on many things including training to develop human resources, the training may be in house ones designed by MFSIs or by microfinance training institutions. However there are few training institutions to alleviate the problem. Also microfinance institutions face the problem of auditing which hinder its development. Also the financial size in Tanzania is not yet grown up, according to financial scope survey, 2009 “Financial Sector Deepening Trust revealed that Banks have reached only 12% of the potential market while 2% of the market is served by SACCOS, NGO and MFIs”. The poor Tanzanians are vulnerable to microfinance services as many are either served by informal sector or not having finance service of any type. Microfinance is known as possible means of poverty

alleviation though it faces a lot of challenges including, having few experts on microfinance, lack of human resources as there is lack of enough providers of training to staffs and board directors. Apart from that there is a failure of microfinance regulation of 2005 to provide proper guidance to the providers of microfinance services, example guiding limit of loan size and the returns rate as well as current rate provisioning. Last but not least MFIs are having a lot of borrower's indebtedness and that is because most of MFIs are in few areas especially the developed ones.

It's hard for the poor to get out of poverty depending with microfinance institutions which are facing a lot of problems. The policy is well drafted but things on the ground are different Government should seek to develop MFIs as they helpful and can help people to employ themselves taking in consideration that we are suffering from extreme employment problem which affects a large part of population especially youth.

3.4.5 The National Employment Policy, 2008

The policy states that, "The aim of this National Employment Policy is therefore to stimulate an adequate employment growth in our economy, in order to reduce unemployment and underemployment rates and eventually attain full, productive, and decent employment for all Tanzanians". Furthermore it states that "The overall vision of this National employment Policy is to have society engaged in decent gainful employment capable of generating adequate income to sustain it, and reduce poverty as envisaged by the Tanzania Development Vision 2025, the National Strategy for Growth and the reduction of Poverty (MKUKUTA), as well as facing the challenges of labor Market gaps in the globalized economy.

Furthermore the policy acknowledge the role of the private sector including SMES to employment generating in Tanzania (URT, 2003a:9) in addition the policy“pledges the provision of fair and equal treatment for both men and women on recognition that women are disadvantaged in the world of work because of their multiple roles as producers, reproducers and providers of family care, National Employment Policy, (2008).

Though the policy has clear vision and mission of eradicating poverty still the problem of unemployment and underemployment is getting more serious, majority of youth are suffering from extreme poverty because of lacking employment. The policy should seek to improve private sector which seems to accommodate many employees as the government sector fails to provide employment, additionally government should channel the policy to improve agriculture and industrial because are the sectors which can help to reduce unemployment, also there is a need provide people with knowledge and skills to employ themselves using the available resources, education should be designed for self employment creation rather than waiting to be employed, conditions for loans should be monitored so as to allow easy access of loan. There is a need of government to take strong measures so as to alleviate the problem as the policy are well written but lacks implementations.

3.4.6 Small and Medium Enterprise Development Policy, 2003

The vision of SME Development Policy is to have a vibrant and dynamic SME sector that ensures effective utilization of available resources to attain accelerated and sustainable growth.

The policy aims at fostering income generating activities and support private sectors activities diversification as it believes can provide employment and help in poverty eradication. The policy admits that there is unsupportive regulatory and legal framework condition, lack of business development services as well as reliable infrastructure. The policy aims to promote rural industrialization which could help in local market stimulation and help in poverty reduction.

Small and medium enterprises policy, 2003 does not done enough to help small business growth for instance to provide access to training and credit to existing and new businesses. Although it's specific objective recognises job creation and income generation which could be generated by small business and help in poverty alleviation.

3.4.7 National Social Security Policy, 2003

National social security policy seems like to leave the poor Tanzanians behind as they lack access to that service and that makes it difficult to the self-employed youth to have security which is very crucial in the development in their income generating activities.

The policy acknowledge that, "The existing social security system has many shortcomings that include low coverage of Tanzanian society, fragmentation of legislation, and lack of regulatory framework, lack of mechanism for portability of benefits and inadequacy of benefits provided. Therefore the need for the well articulated National social security policy is more eminent now than ever. In view of the foregoing, there is a need for having the comprehensive national social security policy that shall address the needs of employed people in the formal sector, self employed population in informal sector, the elderly, people with disabilities and children in need of special protection."National Social Security Policy, (2003). The

policy fails to address a number of shortcomings such as limited coverage, inadequacy of Benefits Paid (Number and Meaningfulness), fragmentation and lack of Coordination, lack of mechanism for portability of benefit rights, unclear Social Security Benefits, and conflicts in the existing legislations, non-contributory social Security Benefits, monopoly or Liberalization as well as inadequate Investment of Social security funds. And that's leads to the many challenges to social security system such as weakening of informal social protection system, declaration of low insurable earnings, low levels of income, and reduced access to Social services which is caused by cost sharing in the provision of social services.

The existing social security system has many shortcomings that include low coverage of the Tanzanian society, fragmentation of legislation, lack of regulatory framework, lack of a mechanism for portability of benefits and inadequacy of benefits provided. Therefore, the need for a well-articulated national social security policy is more eminent now than ever, (National social security policy, 2003). With this entire problem it is difficult to serve the needs of poor Tanzanians especially those who are in informal sectors.

3.5 Literature Review Summary

The literature found that youth are very vulnerable to unemployment and that is because of lacking education to self-employment. Most of them are waiting for white colour jobs which are not there. The education offered doesn't prepare youth for self-employment,

The policies are clear as they are well written on the paper but there is no implementation that is to take strong measures on dealing with the problem of

unemployment. It's difficult for youth to take loans to establish IGAs due to difficult conditions and that is more difficult due to lack of political will on dealing with the problem. The problem of gender is not well addressed and that's make it more difficult when it comes to cooperation between men and women in IGAs.

There is a need to solve the problem of youth unemployment because it's a timing bomb which could endanger the economy of our Nation. That a reason this project aims at solving the problem by increasing self-employment awareness to youth by providing entrepreneurship training by incorporating youth through that project to solve that problem so as to reduce the magnitude of the problem of unemployment.

CHAPTER FOUR

4.0 PROJECT IMPLEMENTATION

4.1 Introduction

After the community being assessed, the prioritised problem identified and conceptualised, this chapter contains plans and implementation of the project to solve the prioritised problem as well as reporting how the implemented project were accomplished.

4.2 Products and Outputs

The project expected to accomplish the following products and outputs at the end of its implementation;

OUTPUT

1. Training on entrepreneurship and business knowhow were designed and provided to youth.

PRODUCT

1. Through the conducted training 30 members of KMC organization were trained on savings and borrowing where by 20 members capable of applying for loans from SACCOS for expanding their business, also 10 members were capable of opening bank accounts and about 30 trained members were capable of writing business plan.

OUTPUT

2. Increased youth awareness on ethics, rules, regulations and social responsibilities governing running income generating activities.

PRODUCT

2. The conducted training builds the capability to the 20 amongst 30 trainees to register their businesses and paying tax. Also the trainees understood how to write constitution and the group wrote its constitution.

OUTPUT

3. Reduced problem of gender in income generating activities.

PRODUCT

3. Through the conducted training, the trained members understood the concept of gender hence working together in income generating activities out of gender. Also the trained members established plan of opening gender club.

OUTPUT

4. Increased income generating activities awareness in the community.

PRODUCT

5. About 16 trained members were capable of managing their businesses as they were having small businesses already and about 8 trained members established new income generating activities.

4.3 Project Planning

This section constitutes implementation plan, quantities and cost for each input, staffing pattern as well as project budget.

4.3.1 Implementation Plan

Table 10: Project Log Frame Matrix for Youth Entrepreneurship Training Project

Project Objective	Indicators	Means of verification	Assumptions	
To ensure that youth are capable of employing themselves and aware of gender expecting that by the end of the project youth become gender sensitive as well as competent and establish income generating activities to improve their lives.	<ul style="list-style-type: none"> • Number of youth establishing new IGAs • Plan of trainees to establish gender club • Increase of income for the trained youth • Increase of Youth awareness over the issue of gender. • Improvement of Ongoing performance Of various IGAs 	<ul style="list-style-type: none"> • Monitoring and Evaluation to measure progress • Conducting interview with the members • Through researchers observation 	<ul style="list-style-type: none"> • Youth well understood the skills and knowledge given through the training. • Youth use well the knowledge provided through the training • There will be increase of cooperation in the society as people are aware of gender. 	
Output 1	Indicators	Means of verification	Assumptions	
<p>Training programs on business knowhow were designed and provided to youth</p> <p>Training on entrepreneurship were provided to the youth</p>	<ul style="list-style-type: none"> • New business opened • Improved business environment for the old ones 	<ul style="list-style-type: none"> • Evaluation of the project • Interview with the youth attended the training • Observation 	<ul style="list-style-type: none"> • More business will be opened and hence increase of the number of youth in IGAs • Increase of life standard of the people due to increase in income generated 	
Activities	Quantified activities	Indicators	Responsible	Time Plan

1.1 Building awareness on of IGAs	<ul style="list-style-type: none"> • Training for one session with KMC members • Training for one session on how to write business plan 	<ul style="list-style-type: none"> • Positive participation of the KMC members • Increase participation of youth in IGAs 	<ul style="list-style-type: none"> • Student from MCED • KMC members 	1 st week of February 2013
1.2 Training on the savings and borrowing effectiveness	<ul style="list-style-type: none"> • Conducted one training session on savings and borrowing effectiveness 	<ul style="list-style-type: none"> • Participants opened bank accounts • The trained understood how to apply for loans and its effective usage 	<ul style="list-style-type: none"> • Facilitator • MCED student • KMC members 	1 st week of February 2013
1.3 Training on marketing skills and knowledge	<ul style="list-style-type: none"> • Training workshop of one day concerning marketing skills knowledge • One day visit to measure the implementation 	<ul style="list-style-type: none"> • Identification of new market for their products • Positive participation of KMC members 	<ul style="list-style-type: none"> • Facilitator • MCED student • KMC members 	2 nd week of February 2013
1.4 Training on the Necessity and the ways to keep records for business sustainability	<ul style="list-style-type: none"> • Training sessions on record keeping necessity and ways of practice • Follow up to measure the implementation 	<ul style="list-style-type: none"> • Capability of the participants to open records successfully 	<ul style="list-style-type: none"> • Facilitator • MCED student • KMC members 	2 nd week of February 2013

Output 2	Indicators	Means of verification	Assumptions	
Increased youth awareness on different ethics, regulations, rules and social responsibilities governing participation in IGAs.	<ul style="list-style-type: none"> Number of registered youth IGAs Increase of youth confidence in their IGAs operations 	<ul style="list-style-type: none"> Researcher Observation Project evaluation Interview conducted by the researcher 	<ul style="list-style-type: none"> Youth run IGAs in safe grounds Youth will start cooperating ethics, rights and regulations in their operations 	
Activities	Quantified activities	Indicators	Responsible	Time Plan
2.1 Training on different ethics, regulations, rules and social responsibilities governing IGAs activities	<ul style="list-style-type: none"> Training session with KMC members on tax Training on how to write constitution and its importance 	<ul style="list-style-type: none"> Good number of youth attended the training Trainees understood how to write constitution 	<ul style="list-style-type: none"> Facilitator MCED student Legal officer Beneficiaries 	3 rd week of February 2013
2.2 Conduct sensitization meeting with youth on different regulation, ethics and social responsibilities governing IGAs operations	<p>3 One day training session with KMC group members</p> <p>4 Two follow up to measure the implementation</p>	<ul style="list-style-type: none"> Number of youth decided to start adhering to ethics, regulations and social responsibilities in running IGAs 	<ul style="list-style-type: none"> Facilitator MCED student Legal officer Beneficiaries 	3 rd week of February 2013

Output 3	Indicators	Means of verification	Assumptions	
Reduced problem of gender in economic activities	<ul style="list-style-type: none"> Youth working together without gender bias Number of members attended 	<ul style="list-style-type: none"> Observation Project evaluation 	<ul style="list-style-type: none"> Society understood about the issue of gender Both men and women will participate in IGAs together without Gender bias 	
Activities	Quantified activities	Indicators	Responsible	Time Plan
3.1 Conduct training on definitions on the concept of gender and development	<ul style="list-style-type: none"> One sensitization session with the KMC members 	<ul style="list-style-type: none"> Number of the attended beneficiaries Capabilities of the trained to well define the concepts 	<ul style="list-style-type: none"> MCED student Beneficiaries 	4 th week of February 2013
3.2 Training on importance of gender mainstreaming in relation to development activities	<ul style="list-style-type: none"> One Training session with KMC members Two days Follow up to see the implementation 	<ul style="list-style-type: none"> Positive response of the beneficiaries Increased cooperation amongst men and women in development activities 	<ul style="list-style-type: none"> MCED student Beneficiaries 	4 th week of February 2013
3.3 Training on gender mainstreaming and its importance in IGAs	<ul style="list-style-type: none"> One Training session with KMC members One day Follow up to see the implementation 	<ul style="list-style-type: none"> Increased cooperation between men and women in IGAs 	<ul style="list-style-type: none"> MCED student Beneficiaries 	4 th week of February 2012

Output 4	Indicators	Means of verification	Assumptions	
Increased awareness in the community IGAs	<ul style="list-style-type: none"> • New business opened • Number of people engaging in IGAs in the community 	<ul style="list-style-type: none"> • Interview done by the researcher • Observation • Project evaluation 	<ul style="list-style-type: none"> • More people will engage in various IGAs successfully • Increase of cooperation between KMC and other community based organization groups 	
Activities	Quantified activities	Indicators	Responsible	Time Plan
4.1 Conducting entrepreneurship training to increase management skills and knowledge	<ul style="list-style-type: none"> • One training session with KMC group • Follow up visits 	<ul style="list-style-type: none"> • Number of training participants attended • Establishment of IGAs by the trained 	<ul style="list-style-type: none"> • Facilitator • MCED student • Beneficiaries 	1 st week of March 2013
4.2 Make possible linkage between KMC organization with other CBO and NGO	<ul style="list-style-type: none"> • One sensitization meeting with the KMC group • Follow up to measure implementation 	<ul style="list-style-type: none"> • KMC started to work with other CBO and NGO. 	<ul style="list-style-type: none"> • Facilitator • MCED student • Beneficiaries 	2 nd week of March 2013

4.3.2 Inputs

Table 11: Inputs

Input	Cost
Transport	50,000
Stationeries	69,000
Allowances	300,000
Training venue	200,000
Food	600,000
Internet	30,000
Telephone	20,000
Total	1269000

4.3.3 Staffing Pattern

Table 12: Staff Job Description

No	Staff	Job description	Staff training needs
1	Supervisor	Responsible for the project follow up to measure the progress as well organizing all meetings and meeting place	<ul style="list-style-type: none"> • Knowledge and skills on monitoring and evaluation • Training of trainers
2	Facilitator	<ul style="list-style-type: none"> • Responsible to conduct training • Responsible of evaluation to see if the training aspects met 	<ul style="list-style-type: none"> • Training of trainers • Skills and knowledge on monitoring and evaluation
3	Ward community development officer	<ul style="list-style-type: none"> • Responsible for mobilising the project beneficiaries • Responsible for identification of other stakeholders like NGOs and other CBOs to work within the project • Conducting monitoring and evaluation to assess the performance of the project 	<ul style="list-style-type: none"> • Managerial skills • Skills and knowledge on monitoring and evaluation
4	Legal officer	<ul style="list-style-type: none"> • Assess the training to see if it meets the targeted goals • Conducting training on legal relating issues 	<ul style="list-style-type: none"> • Skills and knowledge on law • Monitoring and evaluation skills • Training of trainers
5	KMC organization chairperson	<ul style="list-style-type: none"> • Assisting meetings with the organization members • Follow up organization activities to measure the progress 	<ul style="list-style-type: none"> • Managerial skills • Skills and knowledge on monitoring and evaluation

4.3.4 Project Budget

Table 13: Project Budget

NO	Items	Unit cost (Tshs)	Number of units	Amount (Tshs)
1	Stationeries			
	Marker pen	400	30	12,000
	Flip chart	2000	5	10,000
	Masking tapes	1000	5	5000
	Photocopies	100	200	20,000
	Envelopes	200	50	10,000
	Pens	300	40	12,000
2	Training venue	25,000	4	200,000
3	Facilitation and consultation fee	50,000	8	400,000
4	Other cost			
	Drafting of questionnaires, in-depth interview and Focus group discussions questions	5000	10	50,000
	Printing of drafted questionnaires, in-depth interview and Focus group discussions questions	100	150	15,000
	Transport	300	100	30,000
	Internet cost	3500	10	35,000
	Telephone cost	10,000	2	20,000
	Food and refreshments	10,000	6	600,000
5	Data collection cost	10,000	8	80,000
6	Monitoring and evaluation cost	10,000	4	40,000
7	Total			1339000

4.4. Project Implementation

This chapter introduces step by step on how was the resources used respectively so as to meet the project goals.

4.4.0 Project Implementation Report

There were activities carried so as to meet the objectives of the project, the activities were carried at Kinyerezi ward of Ilala district.

4.4.1 The Project Objective

To build capacity to 30 youth to establish various profits making activities through entrepreneurship training, by the end of the project.

4.4.1.1 Implemented Activity

1. Conducted one training session on savings and borrowing effectiveness to 30 youth.
2. Conducted training on writing business plan to 30 youth.
3. Through one training session 30 members were trained on awareness on entrepreneurship and business knowhow.
4. About 30 youth attended the sensitization meeting.

4.4.2 The Project Objective

To eliminate gender bias and increase gender awareness, respect and self-assurance of youth to participate equally in development activities.

4.4.2.1 Implemented Activity

1. 30 youth were trained over the issue of gender.

2. KMC was imparted with skills and knowledge over the issue of gender mainstreaming in relation to IGAs.
3. KMC members trained on gender equality and its importance in development activities.

4.4.3 The Project Objective

1. To generate income generating activities awareness to youth through entrepreneurship training by the end of the project.

4.4.3.1 Implemented Activity

1. Knowledge and skills on marketing were imparted to 30 youth through one day training session.
2. One training session was done to 30 youth were trained on necessity and ways of record keeping.
3. There was one day session training on project planning and management.

4.4.4 The Project Objective

2. To build confidence of youth to work and perform different IGAs with precise results through the attained skills and knowledge after the end of the project.

4.4.4.1 Implemented Activity

1. KMC members attended entrepreneurship training through one session.
2. One training session on how to write constitution and its importance.
3. One training session was done to 30 youth on, ethics, regulations and social responsibilities which are governing income generating activities.
4. One follow-up visits to measure the implementation.

4.4.2 Project Implementation Gantt chart

Table 14: Project implementation Gantt chart

Planned activities	Implemented activities	Deviation	Achieved output	Project output/Impact
1.Project preparation	Meeting with Ward community development officer Letters sent to Kinyerezi Mbuyuni Camp organization	Everything went as planned	Ward community development officer helped to meet with the Kinyerezi Mbuyuni Camp Kinyerezi Mbuyuni Camp agreed to work with the MCED student	Kinyerezi Mbuyuni Camp showed cooperation
2.Preparation of questionnaires focus group discussions as well as in-depth interview questions	questionnaires, Focus group discussions and In-depth interview questions were prepared	No deviation	Questionnaires, in-depth interview and focus group discussions used in assessment of the project	<ul style="list-style-type: none"> • Questionnaires used to interview 68 respondents • Focus group discussion conducted to 8 respondents • In-depth interview conducted to 2 respondents
3.Drafting budget and the work plan	The budget drafted in relation to the planned activities	No deviation	Funds allocated to the activities	The allocated activities done using the funds allocated
4.Data collection	Questionnaires used to ask questions to sampled population	Everything went as planned	68 questionnaires used to collect data from sampled population	<ul style="list-style-type: none"> • The 68 questionnaires were all filled with answers • Focus group discussion conducted to 8 respondents • In-depth interview conducted to 2 respondents

5. Data processing and analysis	SPSS used to analyse quantitative data and content analysis for qualitative data	No deviation	Results were presented in tables and graphs	The KMC and MCED student used pair wise ranking and got unemployment problem as the number one need
6.1 conduct awareness session on entrepreneurship and business knowhow to youth	-1 day sensitization meeting was done	It was done as planned	30 members were trained on awareness on business knowhow	New business opened
6.1.1 Building awareness on the importance of IGAs	-1 session done on importance on IGAs		30 youth attended the sensitization meeting	Improved business environment for the old ones
6.1.2 Training on the savings and loan importance and usage	Conducted one training session on savings and borrowing effectiveness.		Training workshop on savings and borrowing effectiveness was conducted to 30 youth	Increased income to the youth conducting IGAs
6.1.3 Training on marketing skills and knowledge	Training workshop of one day concerning t marketing skills		Knowledge and skills on marketing were imparted to 30 youth	Increase participation of youth in IGAs
6.1.4 Training on the Necessity and the ways to keep records for business sustainability	Training sessions on record keeping necessity and ways of practice		30 youth trained on necessity and ways of record keeping	Capability of the participants to open records successfully Increase of profit for the participants conducting IGAs

7.1 I day training on different ethics, regulations and social responsibilities governing participation in income generating activities.	Training session of 1 day with KMC members		KMC members were trained on different ethics, regulations and social responsibilities governing participation in income generating activities	Number of registered youth IGAs Increase of youth confidence in their IGAs operations
8.1 Conducted training on a problem of gender in economic activities	One sensitization session with the KMC members	Everything went as planned	30 youth attended the training over the issue of gender KMC imparted with the skills and knowledge over gender mainstreaming in relation to development activities KMC trained on gender construction and its importance in IGAs	Youth working together without gender bias Capabilities of the trained to well define the concepts Increased cooperation amongst youth in development activities Increased cooperation between men and women in IGAs
8.1.1 Conduct training on definitions on the concept of gender and development 8.1.2 Training on importance of gender mainstreaming in relation to development activities 8.1.3 Training on gender construction and its importance in IGAs	One Training session with Kinyerezi community members One Training session with Kinyerezi community members One Training session with one day follow up Kinyerezi community	Everything went as planned	30 youth attended the training over the issue of gender KMC imparted with the skills and knowledge over gender mainstreaming in relation to development activities KMC trained on gender construction and its importance in IGAs	Youth working together without gender bias Capabilities of the trained to well define the concepts Increased cooperation amongst youth in development activities Increased cooperation between men and women in IGAs

<p>9.1Increased economic awareness in the community</p> <p>9.1.2Conducting entrepreneurship training to increase skills and knowledge</p> <p>9.1.3Conducting sensitization meeting on the importance cooperation with other stakeholders</p>	<p>One training session with KMC group</p> <p>Fallow up visits</p> <p>One sensitization meeting with the KMC group</p>	<p>Everything went as planned</p>	<p>30 youth were imparted with economic awareness</p> <p>30 KMC members attended entrepreneurship training</p>	<p>Establishment of group workshop</p> <p>Establishment of IGAs by the trained KMC started to work with other CBO,NGOs and financial institutions</p>
<p>10. Conducting monitoring and evaluation session</p>	<p>Projected activities were evaluated</p>	<p>Everything went as planned</p>	<p>The evaluation done in collaboration with the KMC members</p>	<p>KMC members was involved</p> <p>Youth from the group and Kinyerezi community at large were motivated to participate in income generating activities</p>

CHAPTER FIVE

5.0 PROJECT PARTICIPATORY MONITORING, EVALUATION AND SUSTAINABILITY

5.1 Introduction

This chapter contains the view on the project monitoring and evaluation as well as its sustainability, it about how the project measured its effectiveness and see if it met the targeted goals and objectives. Monitoring and evaluation is very crucial as it help to know if there is challenge or mistake and hence come up with the reasonable solutions that helps the project sustainability. This project monitoring and evaluation was done together with the researcher (MCED student) and the Kinyerezi Mbuyuni Camp members.

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.

Monitoring is the continuing process which will involve the outsiders to see if the project going well as planned, that is if the allocated resources satisfies the activities of the project objectives, to see if the project is on the right direction. Monitoring process will take place throughout the entire period of the project.

5.2.1 Monitoring Information System

The project kept on schedule and maintained its goals and objectives through the monitoring information system that the researcher obtained information by interviewing the project beneficiaries through observation, focus group discussions as well as site

visiting. These helped in gathering information to see the project progress and helped the project beneficiaries on running well the project activities.

The monitoring was done during the period of the project as ongoing process and the information gathered helped in project monitoring. The monitoring was done for instance by looking on the beneficiaries attendance, number of beneficiaries capable of establishing IGAs as well how many training was conducted during the entire project period.

A monitoring information system to collect and report project data that enabled to monitor project performance was created by looking on time of monitoring, why doing monitoring, who to be involved in monitoring as well as areas to be monitored, further more it was the participatory process that involved both the researcher (MCED student) and the project beneficiaries.

The project succeeded as most of project beneficiaries managed to establish new IGAs and for those who had already having income generating activities managed to run well their IGAs. On the other hand some of the things did not succeeded for example some of the business were difficult to be monitored due the absence of the beneficiaries as well as the issue of gender as it showed that there is some gender imbalances goes on though the training provided to eliminate that problem.

5.2.2 Participatory Monitoring Methodologies

5.2.2.1 Monitoring Research Objective

The monitoring research objective was to gather useful information which could asses if the allocated resources satisfy the activities of the project objectives.

5.2.2.2 Research Questions for Monitoring

Monitoring research questions were based on, project beneficiaries' attendance to the training, how much training conducted beneficiary's use of the attained knowledge and skills to the IGAs as well as to question, if the human and material resources available enough to fulfil the intended activities of the project.

5.2.2.3 Monitoring Research Design

Monitoring was a process took place during the entire project period; the monitoring was designed in such a way that the project implementers are informed about anything concerning the project operations. That was helpful in shaping the project by responding to any reported change occurs to the project. The researcher in collaboration with the project beneficiaries collected useful information to assure that the project met its intended goals and objectives through monitoring to see if the allocated resources met activities of the project objectives respectively.

5.2.2.4 Monitoring Research Methods

Research methods for monitoring were such as observation, fallow up workshops, check list and field visit. Where by the researcher and project beneficiaries did field visit to monitor the ongoing activities and see is it going in right direction so as to correct any challenge arises.

Also there was observation to see if the project goes well. Participatory monitoring was done to see if there is any difficulty affects the progress of the project so as to correct them and makes the project going in the right path.

(i). Monitoring Research Tools

Monitoring research tools were such as field visit, individual interview, as well as observation. All these were helpfully to collect useful information to monitor project progress so as to see if the project resources qualify the activities of the project objectives.

(a). Sampling and Sample Size

Random sampling used to get 12 youth from Kinyerezi Mbuyuni Camp members helpfully in gathering useful information enough for project monitoring, Apart from them there was legal officer, Ward community development officer and facilitator which makes the number to be 15. All these were helpfully in collecting information to monitor the project progress.

(b). Monitoring Findings, Data Analysis and Presentation

The gathered information were analysed and come to be presented to the stakeholders. The information found that youth have been working together in IGAs. Also the monitoring found that there was a good response of the project beneficiaries to the training sessions and that is a good sign of project turn up.

Also the issue of gender was well understood as it was revealed by the project beneficiaries that gender bias is minimal as the project succeeded to reduce it. Apart from that the monitoring of project found that youth understood the issue of savings and have attaining saving culture as well as marketing and trade skills. Also the project succeeded to increase IGAs courage to youth as there was new business opened as well

as development to the existing one, furthermore youth understood ethics, regulations and social responsibilities governing IGAs and that motivate them to register their business for the unregistered ones as well paying taxes.

Through observation ,personal interview as well as field visit it seems that the allocated resources was satisfying the activities of the project objectives though there was small challenge like time management during the time of monitoring.

5.2.3 Participatory Monitoring Plan

Table 15: Participatory Monitoring Plan

Goal: To build sustainable livelihood to youth to tackle the environment, grab opportunities and utilize the available resources to get out of poverty.				
OBJECTIVE: The main objective was to ensure that youth are capable of employing themselves and aware of gender expecting that by the end of the project youth become gender sensitive as well as competent and establish income generating activities to improve their lives.				
Specific objectives	What was monitored	How was monitored	Planned time to monitor	Actual time to monitor
To build capacity to 30 youth to establish various profits making activities through entrepreneurship training, by the end of the project.	<ul style="list-style-type: none"> • Increase of income for the trained youth • Improvement of ongoing performance of various IGAs New business opened • Improved business environment for the old ones • Trainings conducted • Number of participants attended 	<ul style="list-style-type: none"> • Researcher Observation • Focus group discussion • Interview conducted by the researcher • Report of the training 	During the entire project period	The monitoring was done to project activities and output every one week
To eliminate gender bias and increase gender awareness, respect and self-assurance of youth to participate equally in income generating activities.	<ul style="list-style-type: none"> • Youth and working together without gender bias • Number of members attended • Positive response of the beneficiaries 	<ul style="list-style-type: none"> • Researcher Observation • Focus group discussion • Interview 	During the entire project period	The monitoring was done to project activities and output every one

	<ul style="list-style-type: none"> • Increased in development activities • Trainings conducted 	<p>conducted by the researcher</p> <ul style="list-style-type: none"> • Report of the training 		week
To generate income generating activities awareness to youth through entrepreneurship training by the end of the project.	<ul style="list-style-type: none"> • Number of training participants attended • Number of established IGAs • Number of new accounts opened by the trained • Increased relationship between KMC with, CBOS and financial institutions • Increase in profit for the participants IGAs • Identification of new market for their products • Number of trainings conducted 	<ul style="list-style-type: none"> • Researcher Observation • Focus group discussion • Interview conducted by the researcher • Report of the training 	During the entire project period	The monitoring was done to project activities and output every one week
To create confidence of youth to work and perform different IGAs with precise results through the attained skills and information at the end of the project.	<ul style="list-style-type: none"> • Number of new business opened • Number of improved business environment for the old ones • Increase income to the youth conducting IGAs • Trainings conducted 	<ul style="list-style-type: none"> • Researcher Observation • Focus group discussion • Interview conducted by the researcher • Report of the training 	During the entire project period	The monitoring was done to project activities and output every one week

5.3 Participatory Evaluation

Participatory evaluation involves the insiders and outsiders working together to look back and see what have been achieved that is to reflect the past so as to make future decisions. Insiders with the help and support of outsiders have the task to see what to be evaluated, plan how the evaluation will be carried out, as well as carrying out the evaluation plus analysing information and presenting report concerning the evaluation.

The evaluation was done at the end of the project to know if the implemented activities met the intended objectives.

5.3.1 Performance Indicators

In order to see the project success this project used both qualitatively and quantitatively performance indicators. The project used formative and summative indicators. The two indicators were helpful in assessing if the activities done met the intended objectives.

1. Formative Evaluation

Formative evaluation is qualitative one and was done using qualitative tools like focus group discussions, direct interview as well as researcher observation. The project beneficiaries were asked several questions so as to see if the intended objectives met. The questions asked what they have learnt from the training, what benefit they got from the training they attended, is the project brought any changes to their lives, what things they see that the project lacks, what should be done to improve the project and so forth, information gathered used to prepare report recording important recommended areas in order to increase the project efficiency for future operations and sustainability.

2. Summative Evaluation

Summative evaluation is quantitative one and was done at the middle and at the end stages of the project. Random sampling used to select a small group of youth to be representatives of evaluating the project success by looking on their achievements.

Kinyerezi Mbuyuni Camp members were trained in project planning and management and that's makes 30 trained youth capable of writing business proposals and managing well their businesses. 30 youth were trained on marketing and helps expand their business through the training they attended.

About 8 youth were capable of starting new IGAs after attaining entrepreneurship training. Kinyerezi Mbuyuni Camp members were trained on the importance of savings and the 10 who had no account opened the banks account. Also the KMC were capable of opening group account.

Furthermore through training on Gender issues the Kinyerezi Mbuyuni Camp become gender sensitive and that increased cooperation between them and hence more chances of gaining success though different IGAs. Last but not least the 30 trained youth become sensitive about different ethics, regulations and social responsibilities governing their IGAs and that makes 20 members to register their unregistered business and paying taxes, also increased awareness on ethics, regulations and social responsibilities governing IGAs to all 30 trained members of Kinyerezi Mbuyuni Camp Organization.

5.3.2 Participatory Evaluation Methods

These are methods incorporating the community to evaluate the project to see if the Project met its respective objectives.

1. Evaluation Research Objective

The objective of conducting evaluation is to know the project significance to the project beneficiaries by collecting data which on the other hand was helpful to see the outcomes of the project. This necessitated strengthening the project performance and making it sustainable.

2. Research Questions for Evaluation

Research questions for evaluation created to see the project achievement and failure. The questions were, do the project met its intended targets, did the project beneficiaries satisfied with the project operations, is there the need to improve projects future operations, did the project beneficiaries capable of establishing IGAs after attaining the trainings of the project? .All these was helpful in project evaluation hence necessary for project achievements.

3. Research Design for Evaluation

Research design for evaluation was very crucial as was helpful to see the pertinent of the project achievements. That is to see if the project met its intended objectives and hence inform the team responsible for the project evaluation on what have been achieved and what have been not achieved so as to find a possible solutions of accomplishing the project objectives. Evaluation meant to be done at the end of the project and it assessed the extent, significance and sustainability of the project.

4. Evaluation Research Methods

The evaluation research methods used various methods such as observation method where by the evaluation team visit the site area to see different implementations of the project from the project beneficiaries this was helpful to eye witness if the project met its intended objectives.

Also there was Personal interview where by the youth were individually interviewed to tell what they think on the project operations and see if it's successfully or not.

Also there was supervision to see if the project objectives are met and last but not least the project used collective workshop were by project stakeholders given a chance to tell about the project achievements and failures.

5. Evaluation Research Tools

The evaluation research tools were focus group discussions, individual interview, workshop, observation and field site visiting. That was helpful in evaluating if the project met its intended objectives.

6. Sampling and Sample Size

30 Kinyerezi Mbuyuni Camp and other 4 community members and MCED student were involved in the evaluation of the project. Furthermore there were participants who were chosen purposely and those included legal officer, ward community development officer and facilitator.

5.3.3 Evaluation Findings, Data Analysis and Presentation

The collected data were thoroughly analysed by involving the researcher (MCED student) as well as the stakeholders and the results were very helpfully to see if the project met its intended objectives. The evaluation done both qualitatively and quantitatively and compiled results came to be presented in the final report. That was done to see if the project met its objectives.

Amongst specific objectives one was to build capacity to 30 youth to establish various profits making activities through entrepreneurship training, by the end of the project.

The project succeeded to meet that objective as the trainees become aware of savings and encouraged to saving culture as some opened bank accounts and understood how to write business plan. Apart from that the individual interview done to the beneficiaries proved that the trainees also succeeded to increase income at the household level.

The second project specific objective was to reduce gender bias and increase gender awareness, respect and self-assurance of youth to participate equally in development activities.

The project succeeded to increase cooperation between youth in development activities. Also the group established a plan to start gender club. Although some of the youth admitted while asked individually that there are some elements of gender bias but not to a large extent as before the project conducted.

Another project objective was to generate IGAs awareness to youth through entrepreneurship training by the end of the project. Under this objective the project also succeeded to provide skills and knowledge to youth about different issues concerning IGAs operations as they become aware of record keeping and marketing and that developed their IGAs and helped to raise their income. The evaluation found that 8 trainees managed to start new IGAs as well 16 trainees developing the existed one.

Last but not least objective was to create confidence of youth to work and perform different IGAs with precise results through the attained skills and information by the end of the project. The evaluation found that the project succeeded as the trained become aware of different ethics, regulations and social responsibilities governing IGAs and that

leads them to register their activities, writing constitution and paying taxes. Through personal interview the trained admits that they are now understands business environment and some have opened new businesses as well as become knowledgeable with market and have increased their income.

5.3.4 Project Evaluation Summary

Table 16: Project evaluation summary

Goal: To build sustainable livelihood to youth to tackle the environment, grab opportunities and utilize the available resources to get out of poverty.					
OBJECTIVE: The main objective was to ensure that youth are capable of employing themselves and aware of gender expecting that by the end of the project youth become gender sensitive as well as competent and establish IGAs to improve their lives.					
Specific Objectives	What was evaluated	Purpose of evaluation	How was monitored	Planned time of evaluation	Actual time of evaluation
To build capacity to 30 youth to establish various profits making activities through entrepreneurship training, by the end of the project.	<ul style="list-style-type: none"> Project objectives accomplishment Project achievements Project resources usefulness Functioning of planned activities 	<ul style="list-style-type: none"> To recognize the weakness and strength of the project To see the project efficiency in relation to its relevant output To see if the project met its intended goals and objectives 	<ul style="list-style-type: none"> Focus group discussion Personal interview Site visit Observation Workshops 	At the end of the project	At the end of the project
To eliminate gender bias and increase gender awareness, respect and self-assurance of youth to participate equally in development activities.					
To generate economic awareness to youth through entrepreneurship training by the end of the project.					
To create confidence of youth to work and perform different IGAs with precise results through the attained skills and information by the end of the project.					

5.4 Project Sustainability

A project is sustainable when it continues to deliver benefits to the project beneficiaries and/or other constituencies for an extended period after the Commission's financial assistance has been terminated. On the other words the project is considered sustainable if its operations continue in spite of the differences in the outside support and funding. The project beneficiaries should ensure that the project activities are going on after the end of the project period. The project used participatory approach since the start of this project and that was very helpfully in the sustainability of the project not only that but also the positive response showed by the women also played vital role in the sustainability of this project. This section is about the sustainability of the project of "increasing self employment awareness to youth by proving entrepreneurship training", A case study of Kinyerezi Mbuyuni Camp Organization.

5.4.1 Sustainability Elements

5.4.1.1 Financial Sustainability

The project provides entrepreneurship training to youth so that they can be aware of self employment, Most of them opened new IGAs and some managed to continue well with their IGAs which were there already. All these done so as to increase their income and to ensure that their IGAs are sustainable the project linked them with the SACCOS as well as Bank which agreed to cooperate with KMC organization so that they can have loans to sustain their IGAs. Also the project linked them with other CBOs so that they can cooperate towards sustainable development. This will ensure the project sustainability as they were trained on savings as well as how to manage their projects so even if they got loans they know how to allocate them for development of their IGAs.

5.4.1.2 Social Sustainability

The project succeeded to help the trained group to develop a well understood constitution which will ensure that everything is done systematically for sustainable development. Furthermore the training on gender issues will increase cooperation and social network for future development of their IGAs. All these will help in the project sustainability. KMC organizations has been working to improve livelihood skills of youth before even this project started. This shows their commitment and readiness to take the project beyond its lifespan

5.4.1.3 Environmental Sustainability

The project commits that the IGAs which carried will be environment friend as there is a system of rubbish collection as well as because most of the IGAs that carried out by youth are environment friend, furthermore Kinyerezi ward have good tarmac roads which connects it with other wards as well as it is near by the airport so that environment is good for the development of IGAS and assures the project sustainability. Furthermore the KMC organization has the tendency of garbage collections. Choosing kinyerezi ward as a project site suggests the ability of the project to sustain. A similar project would be unlikely to achieve results if it was implemented in wealthier neighbourhoods e.g. Osterbay and Mbezi beach.

5.4.1.4 Political Sustainability

There is political environment which ensures project sustainability as there is local government which will ensure that the community members are getting required services for instance when it comes to accessing to loans or when it comes to entering in certain contracts at the ward. There is calm political situation which to a large extent

assures project sustainability. WCDO, WEO, community members were involved from the beginning. Hence, they have full control of the project.

5.4.2 Sustainability Plan

5.4.2.1 Sustainable Development

This project dealt with increasing self-employment awareness to youth by providing entrepreneurship training. The youth positive response to the offered trainings assured the project sustainability through various IGAs as the project beneficiaries took it as their own project for their development. The project aimed at increasing income to the youth through entrepreneurship training so that they can be capable of establishing various IGAs. The income generating activities were expected to continue even if the project reaches its end and that will help in poverty eradication. The project also addresses the issue of gender and provides training to the project beneficiaries concerning the issue of gender equality in relation to development activities. The positive response of the project beneficiaries assures project sustainability. The project was participatory from its beginning and it linked the beneficiaries with other NGO, CBO, bank as well SACCOS so as to enlarge its operations and at the end of the training the trained youth were provided with learning materials so as to get more skills and knowledge as well as train other community members and that helps in project sustainability as keeps it alive.

5.4.2.2 Strategic Planning and Management

The project was very participatory since the beginning the community showed positive response during the data collection process by providing information useful enough to conduct the project. Local government also was very helpfully as it provided the

working ground that is to inform the community about the project activities since the beginning as it offers opportunities for us to work in the ward peacefully. The project will be sustainable as because the problem was identified by the project beneficiaries themselves, community showed positive response during the entire project period, the local government development officer were hand in hand to make sure that the project went well and is amongst the caretaker of the project beneficiaries and ensured us that she will continue working with the project beneficiaries. The project linked the project beneficiaries with the SACCOS and the bank which agreed to work with the project beneficiaries and to provide even technical assistance when needed and that proves that the project will be sustainable. The project trained the project beneficiaries how to develop a good constitution and that leads to the development of well agreeable constitutions which proves that the project will be sustainable as it is under good system.

5.4.2.3 Sustainability Indicators

Sustainability indications to monitor the project sustainability were such as the number of IGAs established by the trained members, increase cooperation amongst youth in IGAs, increase of income from IGAs, and the trained group relation with other stakeholders like NGO, CBO, bank and SACCOS, development of the IGAs which existed already as well as Gender sensitivity in the community. Furthermore it is expected that the trained members will transfer knowledge and skills attained during the training to other members of the society and that will stimulate the establishment of new IGAs and hence increase income of the community members. Participatory research methods such as field visit, focus group discussions, individual interview and participatory observation will be used to collect data. All these will help as indications to monitor the project sustainability.

CHAPTER SIX

6.0 CONCLUSION AND RECOMMENDATION

6.1 Introduction

This chapter is about the summary of the project conclusion and recommendation whereby it introduces the project from the participatory need assessment, how the problem identified, literature review, as well as implementation to see if the project goals and objectives met. Furthermore this chapter presents the summary on the project participatory monitoring, evaluation and sustainability. Last but not least this chapter provides recommendation on the increase of self-employment awareness to youth by providing entrepreneurship training. This is very crucial as it provides the platform for other researchers, non researchers and development practitioners on solving same or other related problem as well as arising more areas for studies.

6.2 Conclusions

The project used participatory approach from its beginning; this project assessed the economic status of Kinyerezi ward so as to acquire information about the community needs, opinions, challenges and assets. The findings revealed many challenges that need to be solved such as lack of enough education, transport, health services, saving culture, security, volunteerism, access to loan, government support, entrepreneurship training, marketing and problem of unemployment.

The pair wise ranking was done so as to give the chance to the community to choose which problem to be intervened amongst the whole problems and unemployment problem was found as the number one priority and addressed through the project titled

“Increasing self employment awareness to youth by providing entrepreneurship training”. A case study of Kinyerezi Mbuyuni Camp in Kinyerezi Ward Ilala-District.

The project also reviewed various literatures as far as the topic is concerned, the literature found that youth are vulnerable to poverty and that is because of unemployment. Most youth are not employed and even the few employed are in very low and unskilled jobs which do not satisfy their daily needs. The literature found that if provided with education and training youth can get out of poverty as they can be capable of establishing various IGAs. The literature found that formal sectors fails to accommodate the unemployed youth so there is a need even to change the curricular in our schools from the basic level so that they can channel student to self employment minds instead of teaching them to wait for white colour jobs which are not there. If well trained and provided with loans, youth can use the attained skills and knowledge to self-employment and get out of poverty.

There are several policies that are addressing the problem of unemployment to youth and such as national Strategy for growth and reduction of poverty II, 2010 (NSGRP II), the Tanzania development vision 2025, the sustainable industrial Development policy: 1996-2020, The National microfinance policy, 2000, the National employment policy, 2008 , small and medium enterprise development policy, 2003, national social security policy, 2003. These policies and laws all admits to provide a good ground for youth to get conducive environment and opportunity to economic stability and engage in IGAs hence generate income enough to get out of poverty. On one hand the policies and law tried to lay a foundation and path to be fallowed but however things are different on the ground as youth are continue to suffer from extreme poverty due to lack of employment.

This project came as a result of the problem given priority amongst many challenges found to affect Kinyerezi residents. Hence the researcher decided to use entrepreneurship training as a tool of increasing self employment awareness to youth so that they can gain skills and knowledge enough to establish IGAs.

There were about four specific objectives this project intended to accomplish as far as the project goal is concerned. Almost all project objectives were successfully achieved though some of the activities were not yet accomplished during the entire project period example the access to loan as the project linked the KMC group to the financial institution and they were in the process to receive loan. The project succeeded to train KMC group members on various issues like gender equity, project planning and management, savings, marketing trade skills and knowledge, record keeping as well as different rules and regulations guiding IGAs. Through thorough trainings KMC succeeded to start new IGAs and develop the ones already established which were helpfully in reducing the problem of unemployment and increase their income hence improving their life standards.

There is a need to the other stakeholders that the project linked with KMC members to cooperate fully with the group so as to make the activities well accomplished. Furthermore gender equity is still a problem which affects youth in development though the project addressed it there is a need to put extra efforts so as to eradicate it totally.

The project participatory monitoring, evaluation and sustainability was carried so as to ensure the project is going in the right direction to meet its intended goals and objectives through various activities carried out by the project. This was helpful to know the project

success and failure so as to come up with the solution to the possible challenges so as to make project on track. It was found during the monitoring and evaluation that if well trained youth can employ themselves and get out of poverty by establishing different IGAs to increase their income. And that can help to bring changes in the whole community and nation at large. Training on entrepreneurship was helpfully as it increased their ability, knowledge, skills and morale to participate IGAs enough to get out of poverty. To assure the project is sustainable the project linked the KMC members with other CBO, bank and SACCO as well as local government who have a duty to collaborate with the KMC members so as to make sure the efforts to bring about self-employment and reduce poverty through establishment of IGAs is consistent.

6.3 Challenges

Several challenges was encountered during the implementation of the project and the researcher struggled to make sure that they do not destruct the project activities for better results, the researcher faced the fallowing challenges,

- There was a challenge of time where by sometimes the trainees and the facilitator were not coming at the exact arranged appointment, to overcome that the researcher had to compensate the lost time so as to accomplish the planned activities.
- Some of the respondents wanted money so as to give information required, the

Some of the respondents wanted money so as to give information required, the researcher had to take time to train the research committee on how to deal with that problem and that is giving more explanation concerning the project and its benefit to the society and that's was helpfully to solve the problem.

- Last but not least there was a challenge of political will from local government officials as some of them was busy with other activities, the researcher had to convince them telling them the importance of the project to the society, and taking officials who are committed to participate fully in the project.

6.4 Recommendations

During participatory assessment it is very crucial to use participatory research methods as they are very friendly and if well used they can deliver accurate information. This project was participatory since from the beginning where by stakeholders and project beneficiaries were involved from the initial stage of the project. The assessment done in Kinyerezi ward in Ilala district and used participatory methods such as participatory observation, individual interview and focus group discussions which were useful for data collection and revealed the challenges to be addressed by the project. Participatory assessment assures remarkable results as because it involves the community and makes them takes the project as their own thing and that increases cooperation, simplify the data collection process and ensure the accuracy of the collected data. I recommend other researchers to use participatory methods while strive to deal with the community challenges as it can help to get the actual challenge that need to be addressed as it gives room to the community to prioritise which problem they think needed to be solved first amongst many identified challenges.

Project design and implementation were very participatory in the sense that it involves members of the community. Every stage involves people and they fully participated as they felt that the project is theirs for their own benefit. It simplifies the implication of project activities to meet the targeted project goals and objectives. Involving them helps

the project implementation as they became dedicated to the whole project and that assures project sustainability. Project design and implementation procedure is very efficient for the project development so it should be used by the other researchers for the project achievements.

Researchers should be carefully in selection of literature so that they can have the literature which copes with their studies and hence shows the gap and give explanation for the functioning of their projects. Literature review is very vital in conducting projects as it gives the views of other researchers on the topic you're dealing with so it is the opportunity to learn what others did, how they addressed the similar topic as well as what they recommended. So researchers should carefully select literature while conducting their projects.

Monitoring and evaluation is very necessary as it gives the room to look and cross check the project and see if the project goes in the right direction that is if the project meets the intended goals and objectives in relation to the activities of the project. That is very crucial as it is a chance to reveal the success and failure and hence to come up with the possible solutions. If that goes well it ensures the project sustainability that is the future project operations. Researchers should take in consideration monitoring, evaluation and sustainability for their project development respectively.

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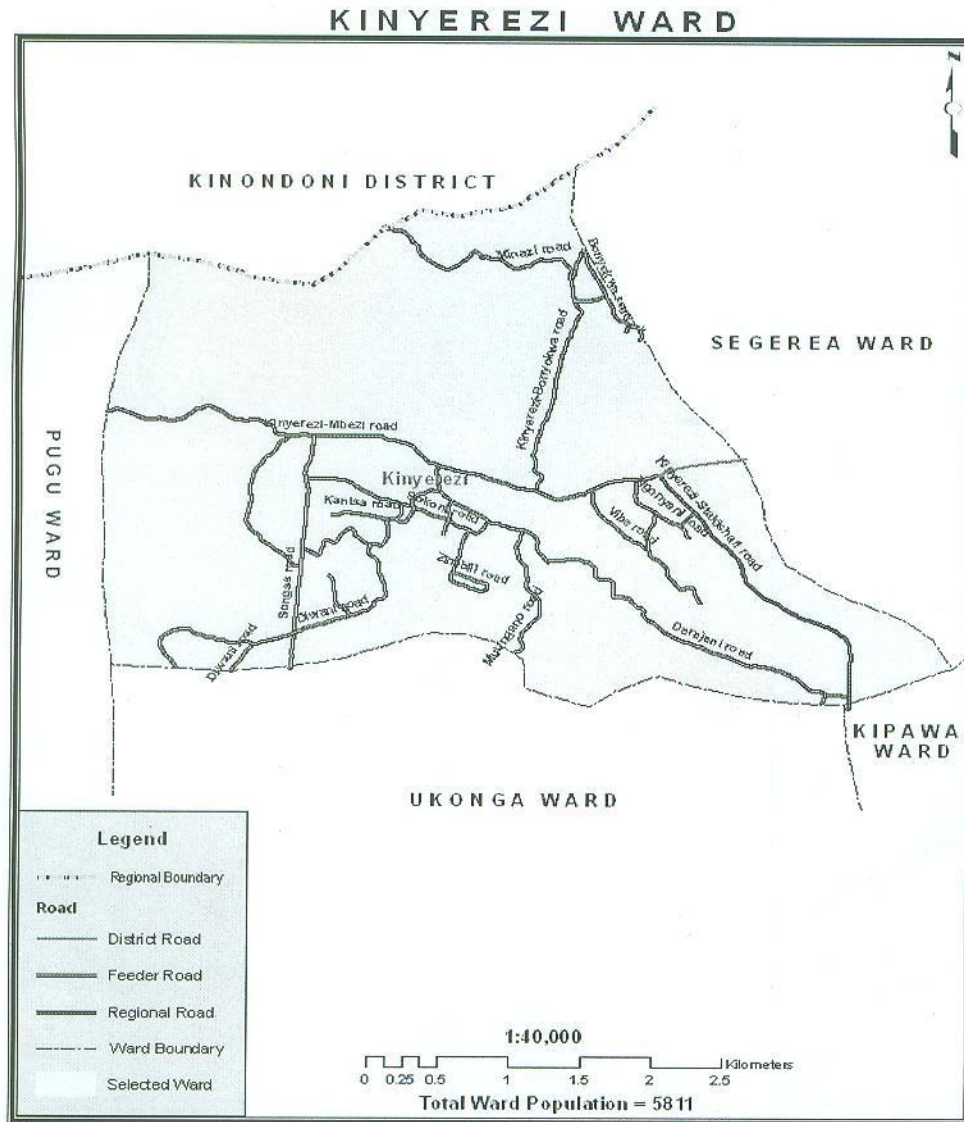
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APENDICICES

Appendix 1: Map of Kinyerezi



Source: 2002 Population and Housing Census

Appendix 2: Questionnaire used

Introduction:

I'm.....doing research concerning economic status of Kinyerezi Ward. This research will help in completion of Mr Lusajo Israel's masters of Community Economic Development of Open University of Tanzania and furthermore the findings will help in creation of project as development strategy of the prioritised challenge for the community benefit. Rest assured that the information you will give will be treated as confidential and will be used for the purpose of this study only. So I would like to ask you few questions to make this study possible.

We request your cooperation in order to make this exercise success. Thank you

1. What are you doing for living?

1. I'm employed in private sector
2. I'm employed in Government sector
3. I have self employment

2. Are you doing business?

1. Yes I'm doing local business
2. Yes I'm doing big business
3. No I'm not doing any business

3. Have you ever trained on entrepreneurship skills?

1. Yes
2. No

4. What is the condition of public services in this community?

1. Sufficient
2. Insufficient

5. Do you practice agriculture?

1. Yes

2. No

6. What is the condition of infrastructure in this community?

1. Good

2. Bad

7. What is the condition of education in this community?

1. Good

2. Bad

8. Are there microfinance institution/institutions in this community?

1. Yes

2. No

3. I don't know

9. Is there identified area for social and economic activities in this community?

1. Yes

2. No

10. Do you have access to loan?

1. Yes

2. No

11. Are there any youth groups running economic activities in this community?

1. Yes

2. No

3. I don't know

12. Are there any Women group/groups running economic activities in this community?

- 1. Yes
- 2. No
- 3. I don't know

13. Is there a main market in this community?

- 1. Yes
- 2. No

14. Do the women own assets in this community?

- 1. Yes
- 2. No

15. Is there enough security in this ward?

- 1. Yes
- 2. No

16. Is this ward having inclusive land use plan?

- 1. Yes
- 2. No

17. Is women engagement in economic activities sufficient?

- 1. Yes
- 2. No

18. Is youth engagement in economic activities sufficient?

- 1. Yes
- 2. No

END OF INTERVIEW
THANK YOU FOR YOUR CO-OPERATION

Appendix 3: In-depth interview questions

Introduction:

I'm.....doing research concerning economic status of Kinyerezi Ward. This research will help in completion of Mr Lusajo Israel's masters of Community Economic Development of Open University of Tanzania. Furthermore the findings will help in creation of project as development strategy of the prioritised challenge. I would like to ask you few questions so we request your cooperation in order to make this exercise success. Thank you

1. What are the major sources of income in this community?
2. Are there any private institution working in the community?
3. Who are they and what are they doing/performing?
4. Are there youth and women groups doing economic activities?
5. Who are they and what are they doing/performing
6. What kinds of activities do they perform?
7. is there volunteerism in this community, (Example in digging trenches, building schools,
Roads etc?)
8. is there market in this community; if yes tell how you see it, if no tell why
9. How do you see the security?

END OF INTERVIEW

THANK YOU FOR YOUR CO-OPERATION

Appendix 4: Focus Group Discussions Questions

Introduction:

I'm.....doing research concerning economic status of Kinyerezi Ward. This research will help in completion of Mr Lusajo Israel's masters of Community Economic Development of Open University of Tanzania and furthermore the findings will help in creation of project as development strategy of the prioritised challenge. So I would like to ask you few questions to make this study possible.

1. What are the problems affecting this community?
2. What are the causes of economic challenges in your community?
3. What are the main economic activities in this community?
4. Please, can you tell me about women response in economic activities?
5. What assistance that government provides in the development of this community?
6. How about employment in your community?
7. Do you think there are opportunities for economic development in this community?
8. What is the condition of transportation in this community?
9. What do you know about savings?
10. Do the local government leaders arrange meetings with the people to discuss about economy of this community?
11. Can you tell me about health services in this community?

END OF INTERVIEW

THANK YOU FOR YOUR CO-OPERATION

Appendix 5: Letter of introduction

Mr Lusajo Israel
P.O.Box 35176
Dar-es salaam
Tanzania
3 August, 2012.

Mwenyekiti
Kinyerezi Mbuyuni Camp
P.O.Box 22320
Kinyerezi-Ilala
Dar es salaam.

YAH: MAOMBI YA KUFANYA UTAFITI PAMOJA NA KIKUNDI

Naitwa Lusajo Israel mwanafunzi wa shahada ya pili toka Chuo Kikuu Huria cha Tanzania,naomba kufanya utafiti (Community Needs Assessment) pamoja na kikundi chenu,utafiti ambao utaisaidia kumalizia masomo yangu.

Madhumuni ya utafiti huu ni kufanya kazi ya utafiti na kikundi cha kijamii ili kupata matatizo yanayowakabili na baadae kubuni mradi kama utatuzi wa tatizo kuu ambalo jamii imelichagua.

Nina hamu na uwezo wa kutoa ujuzi wangu kwa maendeleo ya kikundi chenu,yangu na ya kinyerezi kwa ujumla kwani nina uzoefu katika shughuli za kijamii.Hivyo ni matumaini yangu ntapata ushirikiano wa kutosha kuweza kukamilisha kazi hii.

Wako katika ujenzi wa Taifa.

Lusajo Israel

Appendix 6: Letter of acceptance

Mwenyekiti
Kinyerezi Mbuyuni Camp
P.O.Box 22320
Kinyerezi-Ilala
Dar es salaam
8 August, 2012

Mr Lusajo Israel
P.O.Box 35176
Dar-es salam
Tanzania.

YAH: KUFANYA KAZI NA KINYEREZI MBUYUNI CAMP

Kutokana na barua yako ya tarehe 3/08/2012 ningependa kukufahamisha kuwa umekubaliwa ombi lako la kufanya kazi na Kinyerezi Mbuyuni Camp. Hivyo basi unaombwa kuwasiliana na mwenyekiti ili mpange ni lini kazi ianze rasmi na utaratibu mzima wa utafiti.

Ni matumaini yangu tutashirikiana vyema ili kuweza kukamilisha zoezi zima la utafiti kwa ajili ya kumalizia masomo yako.

Wako katika ushirikiano,

Khamis Jadide

Mwenyekiti.

Appendix 7: Training Manual

TRAINING MANUAL ON ENTREPRENEURSHIP TO INCREASE SELF-EMPLOYMENT AWARENESS

- **Introduction**

In most developing countries unemployment is the most prevalent challenge which to a large extent endangers people's lives and wreaks havoc to the economy of the Nation. Though different measures have been taken to eliminate the problem, still the problem gets bigger day after day. Estimates show that there are 700,000 new entrants into the labour force each year. The public sector can only employ 40,000. Generally there are about 11 million people unemployed. According to National Bureau of statistics, "the unemployment rate in Tanzania was estimated at 10.7 percent in 2011. Historically, from 2001 until 2011 Tanzania unemployment rate averaged 11.8800 percent reaching an all time high of 12.9000 percent in December of 2001 and a record low of 10.7000 percent in October of 2011" The situation is bad not all in Tanzania, it affects the whole region of Sub-Saharan Africa.

Youth are very vulnerable to unemployment problem, as according to Youth Employment Summit secretariat 2012, "youth in developing countries have limited chances of getting jobs, earning a decent income breaking out of poverty cycle".

There is a need to add up awareness, build up capacity and emphasize on the efforts to embark upon unemployment problem. As a matter of those facts this training manual aimed at providing entrepreneurship training to build self-employment awareness to the youth so that they can employ themselves. The trainer will make sure he gave the chance

at the end of each session to the participants to point out what they learnt so as to make sure that the topic of entrepreneurship is fully understood for the betterments of our Nation and Africa at large.

➤ **Training objectives**

The objectives of the training are:

- I. To build entrepreneurship skills and knowledge to the youth so that they can employ themselves.
- II. To strengthen youth engagement in income generating activities.
- III. To recognize youth participation in businesses.
- IV. To share different knowledge concerning unemployment problem.
- V. To impart business skills and knowledge to youth.

➤ **Relevance of the training**

This training conducted after the thorough Community Needs Assessment (CNA).Whereby the community prioritized unemployment problem as a problem to be solved hence formulation of this training as the way to dealt with the problem. The magnitude of unemployment problem is not resembled to the awareness, capacity building and efforts to combat the problem. This training aims at solving that problem facing the community by training youth so that they can have skills and knowledge enough to self-employment and play part on collective efforts on dealing with the problem of unemployment.

➤ **Presentation Techniques**

In order to make the training successfully the training will use the fallowing applicable methods.

Materials to be used have been outlined on each session.

I. Exercises

The participants will be assigned with exercises in small groups so as to internalize with the presentations of the sessions

II. Lectures

There should be short lectures by trainer whereby he or she gives certain explanation On the topic and allow discussion at the end of it.

III. Questions and Answers

The trainer will give chance the to the participants to ask questions and he or she will provide answers to those questions as well as give them chances to respond to the questions asked.

IV. Discussions

There will be free discussion of ideas where by the trainer will introduce the problem and allow the participants to have a free discussion, the trainer must be knowledgeable to the topic and should avoid humiliating the participants.

I. Small group Discussions

Group of three, four to six participants will be formed given certain time limit and assigned to have a discussion on various topics then later will come to present in a large group. The trainer should avoid too much large group of people.

II. Brainstorming

The trainer will introduce certain questions or problem and allow the participants to give answers, it should be free as we expect participants have certain knowledge and here the trainer should be carefully that every answer is a correct answer. There should be no critics until the end of presentations.

Targeted Trainees

The targeted trainees of this training are youth of Kinyerezi Mbuyuni Camp organization. The training should be conducted by one trainer and the facilitator so as to enabling easy task carrying as one will be conducting training sessions and the other help to fix timetable, supervising small group discussions, record information on flip charts. The training requires well knowledgeable trainer having skills and experience enough to enabling the participants to come up with the anticipated results.

➤ Session 1-Business and Entrepreneurship skills and knowledge

-Allocated time-8 Hours

-Session objectives

Upon completion of this unit the trained members should be capable to:

1. State what is business? ,2. Identify function of business, 3. State who is an entrepreneur, 4. Identify the role of an entrepreneur, 5. Characteristic of an entrepreneur
6. State what entrepreneurship is?

➤ Methodology

-Lecturing, question and answers, group discussions and presentations and brainstorming

➤ Material to be used

- Marker pens, flip chart, writing pen, note book, file folder, presentations

- **Session 1-Business and Entrepreneurship**
- **What is a Business**

A business is all activity concerned with the production of goods and services that satisfies human wants and needs.

➤ **Functions of a business**

1. To create employment and incomes, 2. To maintain and expand market and economy, 3. To compete by producing goods/services, 4. To maintain social status as a corporate citizen, 5. To satisfy the need or the greedy of making more money, 6. To take risks, 7. To maximize profits.

Before you begin what are your answers to the following questions,

1. Have you ever dream of starting a new business

a. Yes

b. No

2. If yes what kind/type of business.....

3. If no why.....

4. What would be the best or worst thing about owning your business.....

➤ **Forms of Business organizations**

Business can be started and run by one person, more than one person and many people.

➤ **Business owned by a Single Person – Sole proprietorship**

One person may start a business, selling goods or providing services. This is the simplest form of business organization and the least expensive to establish. As sole proprietor, you bear the full risk and responsibility for operating your business. You have full control, but you also are personally liable for debts incurred by the business.

➤ **Partnership or group business**

A business may be formed and run by a group of people who have similar interests. A partnership may be formed by two or more people contributing agreed proportion of capital and agreeing to run the business together.

- **Traditionally there are three forms of partnerships,**

Partnerships among equals, where each partner agrees to contribute equal amount of capital and own equal shares of capital.

Proportional partnerships, where one partner may contribute more or less than the rest of the partners and owns a proportion equal to his or her contribution.

Partnership between labour and capital, where one partner contributes the capital while another runs the business and;

➤ **Company**

A company is formed by law and is seen by the government as separate from its owners.

A company can own property, can buy, sell, borrow or engage in activities that are beneficial to the objectives for which it is created, all in its own name. When forming a company, a legal document is created that lays down the purpose for which the company is formed.

- **Starting a Business**

A business is any activity intended to generate profit. A business involves either selling of goods or providing services. Starting a business first begins with a business idea. Ideas of business are generated from the environment. If you want to start a business you first look at your environment. Business idea will come from the need of the people around your area. The need of the area provides an opportunity to start a Successful business.

➤ **Business Idea**

A business is any activity that adds value to life or enhances survival. It does not matter the size or the nature of business, important thing is whether the business makes profit or creates value or helps its owner lives a better life.

➤ **Learning activity**

Divide into groups of 3 people and decide on one business you would like to run together. Discuss the business idea in terms of;

- **Market:** Where is the market? Orders, Tenders, Local neighbourhood.
- **Capital:** How much capital is required?, Is it possible to start with no capital at all? Money, equipment, tools and buildings.
- **Materials:** What raw materials are needed? Will the customers bring their own for processing e.g. to a tailor? Cloth, Meat, Timber.
- **People:** Skills to make a product (Vocational) or business skills are required.
- **Product:** Is the business a product based or a service business? Dresses, Mats, Food, Made-up hair etc.

The trainees are then asked to present their ideas to the main group for discussion. Ask the trainees to identify various ways in which men and women earn a living.

➤ **What is entrepreneurship?**

Entrepreneurship is the dynamic process of creating incremental wealth.

The wealth is created by individuals who assume the major risks in terms of equity ,time and/or carer commitment.

➤ **Who is an entrepreneur?**

An entrepreneur is someone who creates new business .This will take a risk because it requires money to set up a new business without knowing if it will give a return on investment. A good understanding of investment is needed and finding out what customers want and modify their product in line with market requirements, every entrepreneurship business starting with an idea of how to solve a particular problem or

add value to a present product. The production and sell of new products and services are sparked by entrepreneurial energy, creativity and production.

➤ **Role of entrepreneur**

The role of an entrepreneur includes the following;

- Innovators who create new products or process, they are risk takers, they are people who take an idea and make it success, combines the other three factors of production (Land, labour, capital) to produce a good services, takes the risk of losing investment if business falls.

➤ **Class discussion**

- Do you know any entrepreneurs? , what do entrepreneurs do and how do they differ from employees?

➤ **Characteristics of entrepreneur**

Evaluating your strength and weakness is an important part of becoming an entrepreneur. Self assessment helps you maximize your strong points and strength and weakness. Everybody has strength and weakness, is what you do with what you have that's counts, also entrepreneur what are self aware are able to focus on hiring employees with characteristics that compliment their own.

An aptitude is natural ability to do a particular type of work or activity well. An attitude is a way of viewing or thinking about something that affects how you feel about it. Entrepreneurs end to be people with positive attitudes. Instead of seeing situations a problem; they look at it as an opportunity. This helps them find solutions more easily than people who think negatively.

An entrepreneur needs to have self esteem. They need to view themselves in a positive way. A positive attitude can mean the difference between failure and success. Someone

with strong aptitude but a negative attitude will probably achieve less than someone who has less natural ability but a positive attitude

No one is born with the characteristics needed to be a successful entrepreneur. But if you keep a positive attitude and believe in yourself, you can develop many of them. Notice the personality traits you already possess then focus on the one you think you need to develop.



Courage: a

willingness to take risk in spite of possible losses, **Creativity:** investing new ways of doing things, thinking outside of the box, **Curiosity:** the desire to learn and ask questions, **Determination:** refusing to quit in spite of obstacles, **Discipline:** the ability to stay focused and follow a schedule to meet deadlines, **Empathy:** being sensitive to the thoughts and feelings of others, **Enthusiasm:** being passionate about something; the ability to see problems as opportunities

➤ **Rewards of being an entrepreneur**

Some of the rewards of being an entrepreneur:

1. Money-when you are self employed earning potential is only limited by your own brains and motivation to build a successful business. The more efforts and smart planning you put into your business, the more you will directly benefit from your own work.

2. Opportunities-entrepreneurs launch their business in order to create opportunities for themselves that they could not find in traditional jobs within their local labour market. When you build your own business, you can build opportunities and working conditions that are a good fit for your needs in ways that you may not find in traditional employment.

3.Accomplishment-Building a successful business can provide you with a sense of pride that you have created something yourself based on something you value .You get to build something from ground up that is your own and reflection of value and any business success is always your success.

4. Time-while you will invest a lot of time in building your business, depending upon the type of business you launch. Being an entrepreneur can provide you with a lot of flexibility and freedom with your schedule that you would not often have with a traditional job.

5. Making your own rules-when you own your own business, you get to be your own boss. You can decide what type of schedule you work, where you work and how and when you get paid.

6. Doing what you enjoy-people tend to stay more focused and motivated when they passionate about their work.

7. Helping your community-being an entrepreneur opens up opportunities that help make your community and world a better place in which to live.

8. Be your own boss-an entrepreneur makes the decisions for the enterprise and takes full responsibility for them. Being your own boss means you're in control of your future.

➤ **Risk of being an entrepreneur**

1. Money, 2. Skill and knowledge, 3. Feedback, 4. Time, 5. Risk of failure, 6. Unpredictable business conditions, 7. Long hours of work, 8. Unwanted or unexpected responsibilities.

- **Skills**

A skill is an ability that learned through training and practice. Some of the basic skills entrepreneurs needs are;

➤ **Business skills:** understanding how to create and manage a business.

Communication skills: the ability to listen well, write well and speak well.

Computer skills: the ability to use technological tools effectively.

Decisions making and problem solving skills: knowing how to apply logic, information and past experience to new decisions and problems.

Mathematical skills: using math to create budget, keep accurate records and analyze financial statements.

Organizational skill: the knack of keeping task and information in order, the ability to plan well and manage time.

People skill: the ability to persuade and motivate people: knowing both how to be a leader and work in a team.

- **Questions and answers**

➤ The trainees should stay in groups then discuss the following questions then come to present the answers,

1. What is entrepreneurship? 2. What is entrepreneur? 3. How do employee and entrepreneur differ? , who you would rather be, 4. What are some risks that entrepreneurs face? , 5. Should entrepreneurs give up if business falls briefly explain your answer? , 6. Why is it important to do a self-assessment before becoming an entrepreneur? , 7. What is the difference between an aptitude and an attitude? , 8. Why is a positive attitude important to being entrepreneurial? , 9. What are some of the personal characteristics that an entrepreneur needs or poses? 10. Name some skill that an entrepreneur needs to poses, 11. List six areas a person should focus to build his or her entrepreneur potential

- **Session 2-Writing business plan**

- **Allocated time: 8hours**

- **Session objectives**

Upon completion of this unit the trained members should be capable to:

- Define what business plan is, Identify the benefits panning business, Understand process of business plan formulation, Capable of formulating business plan, Learn how to effectively plan and develop ideas through the team

Methodology

-Lecturing, question and answers, group discussions and presentation

Material to be used

Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations

- **Session 2-Writing business plan**

- **What is business plan?**

A business plan is a written description of your business's future, a document that tells what you plan to do and how you plan to do it. A business plan is a written summary of an entrepreneur's proposed business venture, its operational and financial details, its marketing opportunities and strategy, and its manager's skills and abilities. The plan serves as an entrepreneur's roadmap on the journey towards building a successful business.

- **Benefits of business plan**

- What are the benefits of having a business plan?
- **Direction-** business plans provide a roadmap to success. A map shows you where to go and which streets to take you there. **Motivation-** business plans create motivation. One of the first steps you should take in writing a business

plan is to create a vision of where you would like to be five to ten years in the future. Creating the vision becomes motivational because it allows you to see the possibilities you can create for your business, **Creativity**- Business plans written with a strong branding and marketing component help the entrepreneur think creatively. Without creativity, your company is just one of the many in your field, **Cohesive strategy**- Business plans help the entrepreneur create a cohesive strategy that takes into account all the parts of the business and how they relate to each other, **Results**- Business plans help the entrepreneur get the job done. By performing the necessary success actions delineated in the business plan, the entrepreneur stays on track. Focused actions lead the entrepreneur to success. To attract lenders and investors.

- **Process of formulating business plan**

- Like the case with most planning process, the formulation of the business plan starts with data collection and generation. In practice the formulation of the business plan will start with the thorough analysis of the environment under which the enterprise will undertake its operations and an analysis of the firm itself. (Setting the vision and mission of the enterprise).

- **The above process is facilitated through a process referred to as SWOT analysis**

- **S – strength, W- weaknesses, O- opportunities, T- Threats**

- A good business plan should primarily seek to identify what strength's) the firm possess in undertaking the business, take stock of all the weaknesses) that surrounds it, Opportunities) and threats) as well.

- **STRENGTHS**

- The strength of the business is made up of all positive factors that the firm possesses internally to make it more competitive. In most cases these will involve the assessment of the following;
- Nature of the product or service as well as management and organization

➤ **WEAKNESS**

- The weaknesses of the business consist of all negative factors that inhibit full realization of the firm's desires. These factors are internal and they are made up of areas to which the businesses have access of control.

➤ **OPPORTUNITIES**

- Once the internal business audit has been thoroughly undertaken, an analysis of the external environment should be undertaken. Opportunities are advantageous conditions offered by the external environment. The most important issues requiring analysis are;
- The market, Competition, Technology, The economy

➤ **THREATS**

- These are given environmental conditions that otherwise are potential impediments to the realization of business objectives. The analysis and subsequent analysis of these conditions must provide mechanisms to be instituted in order to reduce the potential resulting from negative effects affecting the operation of the business.
- **In general the SWOT analysis will be able to provide information related to:**
- Markets, finance, operations, risk, organization and production

➤ **BUSINESS PLAN FORMAT**

- In principle, nobody can claim to have developed a universally acceptable structure of a business plan. In practice, different users, such as owners, financiers, investors may dictate the form under which the business plan should take.

- Basing on the above, we shall only attempt to present the common components which should appear in any business plan.

- **Executive summary**

- The executive summary highlights the content of your plan. Make it not more than two pages. Most executives who do not have time to go through the text must be contented with the executive summary.

- **Areas to be covered in the executive summary include:**

- Purpose of the plan, how much finance is needed and for what purpose, Brief description of the business and its market, Highlights of financial projections, Business Environment.

- **Key section of your plan.**

- **Describes the following:**

- **Industry-** the size of the industry, trends, seasonal factors, opportunities and threats and the long term prospects of the industry. **Description of your product.** How you will differentiate your product or service from competition

- **Identify your competitors**

- **Marketing Plan, Identify your target market, Estimate the total size of the geographical market you will serve.**

- **Describe the features of your product or service.**

Features could include quality, price, packaging service and delivery.

State the selling price(s) for your product(s) or services(s),

Explain your distributional plan.

What channels will you use to get your product or service including medium and costs? , **Operations**, This section describes the day to day running of the business. Provide a description of the equipment that you plan to purchase or lease in order to operate your business including office equipment and production machinery. Discuss the suppliers for your raw materials. Identify production costs. In a manufacturing environment, describe the manufacturing process, the workflow process and the quality assurance procedures.

- **Managerial profile**

- This section identifies the owners, their backgrounds, experience, areas of expertise and respective roles in the new venture. Also describes the ownership structure, percentage of each owner and their compensation.

- **Finance**

- This section is extremely important to any potential lender. It demonstrates the viability of your business. Indicates the projected financial statements- the shillings and cents of the proposed venture.

- **Identify start up costs**

- Develop projections of revenues and operating costs on a monthly basis for the first year, Develop an income statement for the first year. Develop a cash flow statement for the first year. Develop a balance sheet for the first year, Thereafter project all the above for three years, determine breakeven point.

- **Financing requirements**

- This section provides details on the finances needed to undertake the business as contained in the plan. Details include;
- Funds required, Plans for repayments, Sources of such funds including the associated conditionality and or costs;

- **Risk analysis**

- When starting a business, there are risks. This section demonstrates to potential lenders that you have identified those risks and you understand how to mitigate those risks.
- **Examples of risk include:**
- An increase in the number of competitors, Competitive price reductions, A decrease in the demand for your products or services etc.

- **Using and implementing business plan**

- Developing a business plan is not good enough. Owners must ensure that the business plan is being implemented. To ensure efficient implementation measuring plan progress is essential. An entrepreneur cannot wait 12 months to see whether the plan has been successfully achieved. Instead on a frequent basis the entrepreneur should check on sales, collections on accounts receivable disbursements, cash flow projections etc. This feedback should be simple but should provide key members of the organization with current information in time to correct any major deviations from the goals and objectives outlined.

- **Question and answers**

➤ **Trainees should answer the following questions**

1. What is business plan? **2.** What do you understand by SWOT ANALYSIS? **3.** What are the benefits of having business plan?

- **The trainees asked to stay in groups of five and formulate a certain business plan then come to be discussed later.**

Session 3: Planning and Management

➤ **Allocated time: 8Hours**

➤ **Session objectives**

By the end of this session trainees are able to;

1. Define what management are, **2.** Identify the pillars of Management, **3.** Apply the Management concepts to their own income generating activities, **4.** Appreciate SWOT analysis in its basic form.

➤ **Methodology**

-Lectures, Questions and answers, group discussions and presentations.

➤ **Material to be used**

-Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations.

➤ **Planning and Management**

The word “management” designates all activities carried out in the course of running a business venture. Management is supported by four basic pillars without which success would be difficult to achieve.

These pillars include;

- Planning, organizing, Leading, Controlling.

➤ **Planning**

Planning can be defined as “the thinking that takes place before the action”. This is the anticipation of future business environmental trends, predetermining future activities and resource use to meet the challenges and opportunities therein planning happens in two phases.

➤ **Pre-project planning**

Involves development of the business idea

- Gives a guide to future development and expansion, Helps identify any potential bottlenecks in a business process and improve productivity.

Day-to-day planning-Involves planning on a daily basis to ensure production takes place correctly.

➤ **The planning process involves**

- Determining the objectives to be attained in the future. This calls for complex processes of perception, anticipation and forecasting future circumstances and requirements. Assessing the present limitations to the achievements of the set goals and determining how these could be overcome. At this point the entrepreneur should do a SWOT analysis and weigh the possible options.

I. Strengths

Strong points of the proposed

ii. Weaknesses

Weak areas that could be encountered in the project

iii. Opportunities

The environmental functions that can be manipulated to future advantage for the project,

iv. Threats

Environmental conditions that can cause danger to the project in the future;

- Designing actions and programs for progress towards the set goals, determining future problems likely to occur, the techniques on how to handle them and alternative courses of action. This involves the ability to anticipate unforeseen circumstances

➤ **It has to be noted that planning in itself:**

1. Facilitates the accomplishment of objectives. The orderliness of planned activities, minimize unnecessary waste of time because everyone involved knows what to do and all other resources are in their proper places. **2.** Provides the basis for all other managerial functions (organization and control) as planning defines what is to be done, who should do what, and what resources are required. Organization arranges and relates these resources so as to meet the set objectives. **3.** Provides the management with the best possible foresight. It provides the instrument for monitoring and control. **4.** Provides the basis for the efficient utilization of resources, avoiding waste of time, material and human resources. These are some of the basic questions often asked during a planning

Process:

- What is our problem or need? Who are we? Where are we? What are our norms and values in business? , What is our goal? , Which way do we all accept to take? Is it feasible? Have we got the resources we need? What are the different ways to reach our goal, what are the advantages and disadvantages of each way? What tasks must we do to move this way towards our goal?, Who will be responsible for the tasks? Who will do what, when and where? When will we evaluate our progress?
- Evaluate the project (self performance, products).Evaluation needs to be both formative and summative i.e. before the start of the project and after completion to check on any deviations from set targets

- Monitoring should be continuous to be able to correct any deviations in the process. Once all these questions have been discussed in a proposal then the plan can be executed.

➤ **Planning a Business Project**

A project is any activity in which productive resources (human, capital and natural) are used in expectation of returns. A project lends itself to planning financial and implementation as a unit, (Gittinger, 1994).

The project cycle has five stages;

- Identification, Formulation, Design for appraisal, Appraisal and selection and, Implementation

Project planning is the process of organizing, controlling and at the end of it leading the activities of your venture. The venture is the project that one embarks on. Planning is an important component in any business as it entails correct recording of all activities that proceed in the business. A well planned business with good communication is a good motivator to workmates within the project cycle.

Some common characteristics of a project are;

- A project is finite: it has a specific starting point (where a project activity is to begin) and a defined end (when the activity stops because the tasks have been accomplished as defined objectives), a project is intended to achieve specific objectives, a project is homogeneous; all the activities are part and parcel of the process towards accomplishment of set objectives, and therefore they are complimentary and interdependent, a project is measurable in costs and returns, a project has a boundary, a project has a geographic location that is, it takes place at a specific geographic position,

within certain geographic limits, a project is the work done for one to survive and the survival of others, e.g. poultry, horticulture, etc.

Project is a program carried out to produce money e.g. poultry, dairy, gardening

- Projects should be run by honest people; a project should be selected by the owner, Rumours and lies disrupt projects, a project is a plan of the things one wants to do, planning on how to carry out the project plan, and objectives should be set, time and season of doing the project should be defined, expected setbacks should be outlined and advantages of the venture highlighted, inputs required should be spelt out, There should be a physical location where the project will be carried out.

A project is any activity in which productive resources such as human, capital, natural, are used in expectation of returns and lends itself to planning, financing and implementation. A project is an act based on the use of money, land and labour looking forward to making money.

➤ **Organizing**

Organizing involves the assignment of tasks, authority and allocation of resources across the organization. This entails the design of systems to ensure effective coordination of resources (human, capital and natural) across the organizational divide. Now that you have a plan, you have to make it happen. Is everything ready ahead of your implementation so that the right stuff will be channelled to the proper position at the right time? Are your subordinates (family) prepared to do their part of the plan? Is the downstream organization (your customer) ready for what your institution will deliver and will the outputs being on time?

➤ **Leadership**

Once plans are in place and resources have been organized, then the project will be ready for implementation. Implementation is not ad-hoc. It should have a leader who defines and controls the processes. Leadership is therefore the ability to initiate action, guide directly and supervise others in pursuit of a common goal.

Leadership comes in different types and can be viewed as,

- Centralized or decentralized (depending on the organizational structure and size).
- Broad or focused (dependent on the number of work areas within an institution).
- Decision-oriented or moral-cantered (work or people focused), Intrinsic or derived from some authority.

It is however important to clearly distinguish between management and leadership.

There is a reciprocal relationship between leadership and management, implying that “an effective manager should possess leadership skills whilst an effective leader should demonstrate management skills”. The information box outlines some of the differences between management and leadership. It has to be appreciated that a leader's mood has some effects on the group he/ she leads. The leader creates situations and events that lead to positive or negative emotional responses. It should be overemphasized that leadership without empathy and effective communication yields no results. Communication is the best motivator for people at the workplace (or even at household level). A manager with good leadership skills should be communicative and be able to motivate family and employees so that they have a sense of belonging (sense of ownership). This leads to a shared vision of the future of the business venture. Where

communication is weak, and there are no strong motivating points within an institution the resultant scenario can be a failure.

➤ **Controlling**

Coordination and control are linked activities which are concerned with monitoring the set tasks and return them to the correct path if any deviation occurs.

Control is the setting of standards, measuring actual performance and taking corrective action. Control comprises three main functions. Control of an undertaking consists of seeing that everything is being carried out in accordance with the plan which has been adopted, the orders which have been given, and the principles which have been laid down. Its object is to point out mistakes in order that they may be rectified and prevented from recurring. Control is checking correct performance against pre-determined standards contained in the plans, with a view to ensure adequate progress and satisfactory performance. Controlling is the measurement and correction of performance in order to make sure that enterprise objectives and the plans devised to attain them are accomplished.

➤ **Characteristics of Control**

- Control is a continuous process, control is a management, and control is embedded in each level of organizational hierarchy, control is forward looking, control is linked with planning, controlling is a tool for achieving organizational activities. Control is affected through information flow showing the need and importance of communication. Information flow whether verbal or written is a form of communication from one party to the other.

➤ **Learning activities**

Ask the trainees the following questions:

1. What do you understand by Management? **2.** What is the function of a manager? **3.** Is management the same thing as leadership? **4.** Identify situations in which management skills are required, **5.** What is planning? **6.** In groups of four, discuss the role of a manager and report to the class in five minutes what you have discussed.

➤ **Session 4-Savings and Borrowing**

➤ **Allocated time-8 Hours**

➤ **Session Objectives**

At the end of this session the learner should be able to:

1. Understand why individuals save money
2. Identify the various methods of saving
3. Appreciate the risks associated with saving and borrowing

➤ **Methodology**

Lecturing, questions and answers

➤ **Material to be used**

Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations

➤ **Savings and Borrowing**

➤ **What is saving?**

Saving means withholding something valuable for future use, saving is defined as consumption foregone. Money saved is for future use. When people have a choice, they often choose to save. Savings is made by the poor out of the income from economic

activities. In rural areas, money is saved from sale of agricultural produce, wages and income from enterprise while urban poor save mainly from wages earned.

➤ **There are two key elements of any saving activity:**

➤ **Discipline and sacrifice:**

Withholding something valuable for future use instead of consuming it immediately,

➤ **Planning for the future:**

Saving is all about the future, about anticipating and preparing for possible risks and emergencies (a bad harvest, sickness or death), preparing for upcoming events and expenditures (payment of school fees, a marriage, old age, or funeral) or starting a new business or expanding an existing one.

➤ **Why people save**

Everybody saves, even the poor. It's just that the poor have fewer resources to start with, and so can only save in small amounts. People save for a variety of reasons:

- To prepare for future emergencies or risks (natural disasters, injuries, death). To smooth out variations in income and consumption: Saving during surplus periods to use during difficult periods, to educate their children, to be prepared for old age and disability, to invest in opportunities potentially profitable (purchasing a cow, starting a small enterprise, storing grain to resell during high price season, etc.), to fulfil social and religious obligations (marriage, funeral).

➤ **How people save**

People save in many ways, as individuals or in a group. They may save in kind, in cash (at home or in a bank), or by giving.

1. In kind: When prices are continually rising (high inflation), when there is little cash in circulation (barter economy), or when there is no bank around, saving in kind may

make sense. In kind savers normally save in food-grains, like maize or rice, or in livestock, such as cattle, goats, or chickens, and sometimes in items like jewellery or gold or other valuable goods which increase in value as prices rise and can be easily resold for cash at a later date. The disadvantages of in kind savings are that they tend to be less portable, more difficult to store and maintain (cattle are vulnerable to diseases, grains can be attacked by insects or rodents), less easily converted into cash, and more visible (sometimes people don't want others to see that they now have more chickens or cows than they used to have).

2. In cash: Almost everyone, including the very poor, has some need for cash: to buy medicine or pay for school fees or buy new clothes, etc. The main advantages of saving in cash are that cash is very portable, storable, and not very visible and can be exchanged for almost anything. In view of these features, saving in cash is generally preferred. The main weakness of keeping cash is that it can lose its value during high inflation. That's why many choose a mixed strategy of saving in kind and in cash.

3. At home or in a bank:

Saving at home has its benefits. The savings are nearby and easily accessed, but this means that it is also more easily accessed by other family members or can be easily stolen. Saving at a bank may be a safer option. The problem is that banks only accept cash savings, the cost of opening and maintaining a savings account can be quite high and there are few banks, if any, located in rural areas.

4. By giving: People give gifts or offer services not just out of generosity, but also sometimes with the hope of receiving the favour back when needed.

A typical example would be volunteering to help a neighbour harvest his crop. By doing this, you expect him to help you when it comes time to harvest your crop.

➤ **What about borrowing?**

On the surface, using someone else's money and then paying it back, later, seems easier than saving. Borrowing doesn't require any immediate sacrifice. You get the money quickly and don't have to worry about paying it back until later. But is it really easier than saving?

• **Borrowing can be expensive:**

The borrower will have to pay back the loan itself, plus pay additional interest on the amount received. This can get expensive! There can also be "hidden" interests. For example, a shopkeeper may lend person money without charging interest directly on the loan, but instead increase the price of the items the borrower must buy from him (medicines, food, and other household items).

• **Borrowing can be risky:**

Since the poor are more exposed to risks caused by weather, income fluctuations, diseases, theft and death, they may have repayment problems. Suppose that after borrowing some money a family member becomes ill. The money may then have to be spent on medicine rather than on the planned investment. This will make repayment difficult and worsen their situation.

• **Borrowing can be difficult:**

For the above reasons, the poor may also have more difficulties in obtaining loans than would

The rich. Lenders, whether a friend, a local moneylender or a bank, are unlikely to lend to people they think will have problems in repaying.

• **Borrowing can be stressful:**

A loan involves a promise to repay the lender. Normally the full amount must be repaid within a fixed period of time, often with interest. Failure to repay may mean losing valuable possessions (jeweller, a cow, a plot of land, etc.) or one's good reputation, being threatened and/or becoming more indebted by building up fines and interest payments.

- **However you can borrow making sure that you can repay the money; you must have clear and useful usage of the loan so as to repay it at required period of time. It's better to be well prepared before taking a loan, make sure that you have a good plan and you use the money for the planned activity and not otherwise, you have to be focused9Dont lose your focus)**

- **How can the poor save more?**

The poor do save. It may be just a few bags of rice, sorghum or maize, money to pay for school fees, but they usually save something. However, they have difficulties in becoming better off since they face a lot of problems. By adopting group saving approaches they can overcome some of these problems.

Let's see how.

- The poor can save only small amounts individually, which are usually not enough to invest in productive resources.
- By saving as a group, the poor can accumulate a larger amount of money more quickly by pooling their savings in a common fund which can then be used by the group or a member of the group for productive investment.
- Low level of literacy and numeracy skills make it difficult for the poor to keep track of their savings and to manage their money.

- By saving as a group, the poor can help each other learn these skills. As a group, they can more easily receive literacy and money management training from group promoters or trainers from NGOs, and also learn from other more literate members.
- More vulnerability to risks like bad harvest, food shortage, sickness, flood, income shortage, etc.
- By saving as a group, these risks can be shared between the members. Individual members can rely on other members for help in time of need. Group savings can be used like an insurance scheme to help members deal with these emergencies when they arise.
- No access to safe saving facilities, such as banks.
- By saving as a group, the poor can create a safe place to put their money. Some groups saving methods do not require storing at all, since the money is immediately redistributed after collection. The group can also buy or make a cash box that will be safeguarded by several members.
- Social values which expect individual savings to be redistributed to the extended family and regard individual accumulation of resources as selfish behavior.
- By saving as a group, the poor can protect themselves from accusations of being selfish, since the savings belong to many individuals, not just one. The threat against a single member of the group is a threat against all members.

Keys to success

What then, are the basic factors that can contribute to group saving success? There are some key elements which the group should have and these include:

- **A common bond:**

The more similar each member's interests, goals, backgrounds and incomes are, the less likely members are to get into conflicts and arguments and the more likely they are to make quicker decisions that satisfy most members' concerns.

- **A clear saving objective:**

Savings should be mobilized for productive uses (that will directly or indirectly increase member's incomes and their ability to save). The group can choose a common goal, such as saving to buy fertilizer for all members, or each member of the group can choose his/her own savings objective, depending on his/her priority and capacity.

- **Small groups:**

Successful saving groups tend to be small rather than large. The average size of successful self-help groups is between 8-15 members, but this number can vary. In smaller groups, there is more face-to-face contact, making trust-building among members easier, and decision-making and collective learning more efficient. Small size also means small mistakes. So start small and let the group grow as it gains more experience and when it is ready to do so.

- **Discipline:**

Saving requires discipline since it means withholding something for future use instead of consuming it right away. All group members must have discipline and agree on a common set of rules to follow. If the rules are not enforced, then all members suffer. Groups solve this problem by using peer pressure or punishing those members who do not follow the agreed rules. This may include a fine for late payment or for missing a meeting, and even expulsion from the group. Discipline is not enough. "Team spirit" is also needed. Good group leaders can develop this spirit, but it can also be strengthened by other means: by giving a special name to the group which all members can identify

with or coming up with a group song. The group can also develop a simple list of principles all members agree are important and worth preserving.

- **Trust:** Group saving not only requires that all members adhere to and respect a set of rules but that they trust each other. If they don't, benefits will quickly disappear. Trust is built by showing commitment and discipline. If a member fails to honour his/her commitment, then it should not be left unpunished. Rules that aren't enforced are seldom obeyed.

➤ **Features of a successful group**

- Members have a common bond, members have clear objectives, members have agreed upon rules to follow, members are honest and work hard to achieve their objectives, and members hold regular meetings and participate in discussions and decision-making, members demonstrate leadership, members keep accurate records of their activities and meetings

➤ **Learning Activities**

Ask the trainees the following questions, then they can discuss in a group of six people then present the results:

1. Do you save any money? , 2. Why do you save money, 3. How do you save your money? 4. From the answers given ask the trainees to explain the various traditional ways of saving in their local community and which one they consider the most effective.
5. What are your views about group saving? 6. What are the advantages and disadvantages of saving? 7. What is saving? 8. How people save, 9. Why people save

➤ **Session 5-Marketing**

➤ **Allocated time-8 Hours**

➤ **Session objectives**

By the end of this lesson the trainees should be able to:

Understand the importance of marketing to a business; appreciate the various approaches to marketing products and services, identify various ways of collecting information about products marketability, understand the importance of advertising to a business and identify the various alternatives of advertising a business, understand how to create a good advert, appreciate the various alternative channels of distribution.

➤ **Methodology**

-Lecturing, question and answers, group discussions and presentation.

➤ **Material to be used**

Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations.

➤ **Marketing**

• **WHAT IS MARKETING?**

Marketing is defined as the process of determining the needs and wants of consumers and being able to deliver products that satisfy those needs and wants. Marketing includes all of the activities necessary to move a product from the producer to the consumer. Think of marketing as a bridge from the producer to the consumer. Marketing starts with market research, learning process in which marketers get to know everything they can about the needs and wants of consumers, and it ends when somebody buys something. Many companies feel that services provided to customers after the purchase also are an important part of marketing. All of these;

Enterprises -- production, advertising, transportation, processing, packaging, and selling are included in the marketing process.

➤ **THE NINE FUNCTIONS OF MARKETING**

In order for the marketing bridge to work correctly -- providing consumers with opportunities to purchase the products and services they need -- the marketing process must accomplish nine important functions.

The functions are;

Buying - people have the opportunity to buy products that they want, **Selling** - producers function within a free market to sell products to consumers, **Financing** - banks and other financial institutions provide money for the production and marketing of products, **Storage** - products must be stored and protected until they are needed. This function is especially important for perishable products such as fruits and vegetables, **Transportation** - products must be physically relocated to the locations where consumers can buy them. This is a very important function. Transportation includes rail road, ship, airplane, truck, and telecommunications for non-tangible products such as market information, **Processing** - processing involves turning a raw product, like wheat; into something the consumer can use -- for example, bread, **Risk-Taking** - insurance companies provide coverage to protect producers and marketers from loss due to fire, theft, or natural disasters, **Market Information** - information from around the world about market conditions, weather, price movements, and political changes, can affect the marketing process. Market information is provided by all forms of telecommunication, such as television, the internet, and phone, **Grading and Standardizing** - Many products are graded in order to conform to previously determined standards of quality.

➤ **The four utilities of Marketing**

The marketing process must also add "utility" to the products consumers want. Utility is the use or satisfaction a person gets from a product. If you purchase a chain saw you

anticipate that you will receive a certain amount of utility from it. You will be able to use the saw to cut fire wood, prune trees, and take care of a variety of jobs around your home. There are four types of utility.

Form Utility - a product must be processed into a form that the customer wants or needs. For example, wheat is processed into bread, trees are processed into lumber, and potatoes are processed into French fries. If you ordered French fries with your lunch and the waiter brought you a raw potato, you probably wouldn't be too happy.

➤ **Marketing your Business**

For you to make money from business you must be able to sell goods or provide services. Goods and services are bought by customers. Customers do not just dream about what you are selling, they need to get informed about them by someone. They also have to get those goods in a place they can access. For example, if you start the business of making beautiful dresses for ladies, all the ladies with the area must know about it before they buy. Customers do not appear out of nowhere. They must hear of your business before they will ever call you, and that is the purpose of marketing. What is marketing? Essentially, it is anything you do to promote your business, get your name remembered, and generate sales. It encompasses promotions, giveaways, publicity, customer relations, public speaking, signs—anything that keeps your business in the public eye and brings customers in the door. Make a list or just name of ten sources of business or ten ways you can attract customers. If you are going to make your business a success, you will need to be creative and come up with many different ways to generate sales.

There are many different methods that you can use to promote your business;

1. Signs. A big, bold sign in the right location can be a very effective way to bring in new business. Retail businesses swear by good signage. A number of different factors need to be considered when choosing a sign:

- From what distance do you want the sign to be seen? Do you want it to be seen at night? , What kind of weather will it be exposed to? How much can you afford to spend? Shop around, Can you legally put up the sign you desire? , Check the local requirements in your area, if your proposed sign is illegal, you will first need to get a clearance from the authority.

2. Testimonials.

Satisfied customers can be your best sales tools as they lend credibility to your business.

3. Excellence

It costs five times more to create a new client than to retain an existing one. A satisfied customer will spread the good word about your business to at least one other person, while an unhappy customer will likely complain to many more than that. Doing great work and offering superior customer service can go a long way toward creating continuing revenue.

➤ Networking

Networking begins with your friends and family. Make sure that they know how much you value new business and appreciate referrals. Networking is particularly critical in local service businesses. For certain types of specialized professional consulting fields, such as salon and beauty shops or tailors, networking can make a huge difference.

4. Advertising on Radio: Advertising on radio is a simple way of making a lot of people know about your product.

2.4 Where is the market for your product?

The following steps can be used to check whether there is likely to be a market for your product;

Step 1. Observe the various activities within your community

Where do the people come together or congregate? Check for Hospitals, Schools, Public Offices, Religious institutions, industries, and local produce markets. What do people need in those areas? For example non-prescription medicine, school uniforms, refreshments and food etc.

Step 2. What are the needs of the people in your community?

Ask the people in your community what products or services they are interested in.

Step 3. Find out what activities are allowed in those areas

- What is and is not allowed in the business, where and when not to make business

Step 4: Collect information about similar businesses

- How many similar businesses are in your locality? From where do they sell? Home? Open air market? , Shops? , Stalls? Vending? What are their prices? Do they sell all the time or do they sell on season's basis?, what equipment do they use?, How many businesses failed and why did they fail?

Step 5: Estimate the number of people who will buy from you

- Who are your customers ages, income or other? , why will they buy from you and not the next person? Where do they usually buy?

Step 6: Find out about the source of your product; where will you get it from?

- Where will you buy your stock? , Is it only one place or more than one place? How far is their location from your business? Is transport readily available? Will they deliver the

goods to your place of business? What are the prices? What are their terms of payments?

Are there alternative sources of the stock if the existing ones are not good?

Step 7: What are some of the things that can harm your business?

- Culture, competition, insecurity, suppliers, climate, local by-laws, weather and

Climate, environment

- Others

Step 8: What are the skills needed to run this business?

- Do you have the knowledge and skills to run this type of business?
- Do you have knowledge of the product you want to sell?
- Where will you sell? (Home, Open Air Market, Stalls, Shop, Vending, Pushcarts)

➤ **Advertising**

Not advertising is like being alone in a dark room—you know you are there, but no one else does. The whole idea of almost all advertising is to turn on the light and let people know you are there. You have to get people to come in the store. Advertising will do that. If you have very high quality goods or can provide excellent services and you the only one who knows that you have these products, then it will do you no good. If you run a private school that is integrated has excellent classes, good teachers and a library and parents in the town do not know that, then it will be of no use. Advertising is a method of making your customers aware of what you have, where you are and what kind of service they expect from you. Sometimes it is a way of attracting

Customers to new business, others it is a way of reminding of an existing business or product.

➤ **Essential information in any advert:**

- What is the business?

- What are products and services on sale?
- The place of the business?
- Why should the buyers visit the business?
- If there special prices or sale
- Contact phone number
- Times the business is open

➤ **Principles of Marketing**

Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably. This satisfaction is achieved through provision of the products the market requires.

- Setting prices the market is willing to pay
- Getting products and/or services to the market
- Making information available and attracting the market to buy your products and services.

Marketing is an important part of starting and running a business. It does not matter how good your product or service is, if you do not market it in the right way no one will buy it. Marketing never stops, all the time you are running your business; you should listen to your customers' wishes, sell good products or provide good service. Your marketing starts with your business idea. Using your business idea as the starting point, you need to learn more about your customers and competitors through market research to make your marketing plan. In essence, marketing is a four step process that begins with;

- Analyzing and defining a qualified universe of potential users and buyers.
- Capturing the attention of the intended buyers within the targeted zone.

- Systematic effort being put into getting the prospects to accept the concepts or propositions offered via the marketing effort.
- Conversion of the prospective buyer into an actual buyer by
- Getting them to take the desired action. When you decide to get into serious business, for success to be registered
- Have a clear intention. Know what you want to be, do and have.
- Take consistent action. Do the things necessary to achieve the desired outcome.

➤ **Market Research**

Market research is the carrying out of a feasibility study to determine market trends in a given area or population. The process of investigating a market in order to find out the sales prospects for a product and how to achieve success. It is more than the analysis of raw data. It is the opportunity to look outside your company to factors that may affect your success.

Market research is essential before beginning any venture because there is a risk that consumers do not need or want the product, do not like it or its packaging and presentation. There is also the possibility that the price the processor wants to charge is too high for the customers to afford. Hence market research is essential to ensure that agro-processing can be carried out efficiently, effectively and profitably. Starting from the developed business idea, you must learn more about prospective customers and competitors through market research. From experience and from developing the business idea, you may know quite a lot about your market, but the more you research, the better it is. So you probably need to find more from other sources.

There are several ways of carrying out market research;

- Talking to potential customers, asking them what products or services they want to buy what they think about your competitors.
- Study your competitors' business, find out about their products or services, e.g. Quality design, pricing, how they attract customers.
- Ask suppliers and business friends which goods sell well in their businesses, what they think about their businesses, what they think about your competitors' products
 - Read newspapers, catalogues, trade journals and magazines to get information and ideas on new products or services.
 - Having done a thorough research on the market, the marketing plan would then need to be put in place

➤ **The marketing plan**

A marketing plan is the map that when complete will reveal a clear route to your prospective customers. A good marketing plan must reveal specific items of information.

A marketing plan should help you accomplish the following:

- Prove that you understand your industry. Knowing your product is not enough.
- Identify your market. These are the people most likely to buy your product or use your services.
- Identify your competitors. Who's out there and what are they doing?
- Establish your pricing, distribution, and product positioning. How much will it cost plus a fair profit? How will you get there? And where do you fit into the market place?
 - Get someone to subsidize your dream. If you want to attractors, a written marketing plan is essential.

- Focus on a single effective marketing concept. Define your best strength and lead with that.

A successful marketing plan is based on research and analysis. But because information can be manipulated to prove almost anything, insight is equally important. Once market research has been done and a marketing plan drawn, the marketing mix should come into play where there is interplay of the product, pricing, positioning and promotion to effect organizational profits.

➤ **The marketing mix**

Traditionally a complement of 4 Ps but recently three more Ps was coined hence it is now known as the 7 Ps. These elements include;

Product: should be of high quality and well presented. The attributes to consider are branding, packaging and appearance as they relate to customer needs and wants.

Price: refers to the process of setting the price for the product, including discounts. Commodity price should be commensurate with production costs and quality. There is also need to understand the competitors' pricing policies and demand driven pricing.

➤ **Placement (distribution):** This refers to how the product gets to the customer. This also refers to how the environment in which the product is sold in can affect sales.

On deciding where to sell the product, one has to consider:-

- the perish ability of the commodity, the consumer of the production, the competing products, transport availability and cost, the quantities that can go through that particular market

Promotion: This is making people aware of what you have on offer and enticing them to buy. This involves public relations, sales promotions and advertising.

People: Self presentation for market appreciation. Any person coming into contact with customers can have an impact on the overall satisfaction. Whether as part of a supporting service to a product or involved in a total service.

The customer's eyes, they are generally inseparable from the total service- "Proof is often no more vice. These people should be appropriately trained, well motivated and be the right person.

Process: this is the process involved in providing a service and the behaviour of people which can be crucial to customer satisfaction, when production and marketing start, there should be continuity and uniformity of purpose.

Physical evidence: Unlike a product, a service cannot be experienced before it is delivered, which makes it intangible. This, therefore, means that potential customers could perceive greater risk when deciding whether to use a service. To reduce the feeling of risk, thus improving the chance for success, it is often vital to offer potential customers the chance to see what a service would be like. This is done by providing physical evidence, such as case studies, testimonials or demonstrations. Once the marketing plan has been drawn and the marketing mix Modelled, the farmer should be ready to introduce the product to the market. However, marketing mix modelling is not a once off event but is a continuous process in the life of the enterprise. Once the market has been penetrated, the farmer should position the product as one of the best.

Learning activities

Ask the trainees to divide themselves into groups of 3 or 4 people. Each group should choose a product. They should discuss the chosen product or service under the following headings:

- **People:** What are the characteristics of the people the trainees wish to sell the product to: Age, gender, education, income, and culture?
- **Product:** Why is the chosen product different from similar products in the market?
- **Place:** Which locality will be the most suitable place for selling such a product? Why did you choose that locality?
- **Price:** What would be the suitable price for the product? Can the price be raised if the quality is improved or there is added advantage of delivery? Can it be lowered to increase volume of sales?
- **Promotion:** What time will the product be on sale? What methods would you employ to sell the product? Would you give discounts? How would you attract and retain your customers.

- **Session 6-Record keeping**
- **Allocated time-6 Hours**
- **Session objectives**

By the end of this session the learners should be able to;

Understand the importance of book-keeping to a business, compute profit and loss from business activity, calculate the amount of debtors and creditors at the end of each period, to record simple business transactions and keep a cash book

➤ **Methodology**

Lecturing, question and answers.

➤ **Material to be used**

Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations

- **Session 6-Record keeping**

Record keeping in business what its size is very important. Initially when one is thinking of starting a business, the need to keep a record of all activities undertaken is not apparent but once the business has started running then the owner realizes the need for book-keeping and accounting. Record keeping should begin from the first minute one spends a shilling on any Business idea. Recording all transactions will help the businessperson keep abreast of establishment costs initially and the running expenses and the business revenue one the business starts bringing in cash. If you are like most entrepreneurs, you feel passionately about your business idea. You are convinced you will succeed. Setting up a record-keeping system may not be at the top of your list of things to do as you put together a plan and struggle to find the capital to start your business. But keeping good records may be the key to success. Unless you maintain an accurate account of sales, expenses, and cash flow, the best idea in the world will not yield concrete results. Your accounting system provides the information to make solid, informed decisions about the operation of your business. It also provides the basis for income-tax and sales-tax reporting.

If you plan to hire employees, your business must maintain records meeting the requirements of the federal, state, and local agencies that levy taxes and regulate employer-employee relations. If you expect to have more than one or two employees, consider hiring a payroll service to maintain these records and see that your payroll taxes are paid on time. You don't have to be a certified public accountant to operate a small business, but you should have a rudimentary understanding of accounting before you open the doors. Book-keeping can be a very simple exercise where one records in an

exercise book, all the activities that is undertaken for business purposes. The owner of the business should record such important issues as:

1. Amounts paid for licenses and permits initially, 2. Costs incurred to secure the location, 3. Costs spent on travel for purposes of the business, 4. Amount used to buy the initial stock and how much was actually bought, 5. Daily sales, cash and credit, 6. Daily expenses and withdrawals, 7. Daily purchases. 8. Daily cash balances.

A simple book-keeping and accounting assists the businessperson in determining whether a profit or loss is the end result of the business. The records will also help in actually pinpointing which activities are taken up more cash than they should and which activities are bringing in more money. The businessperson can set a saving target and a collections target from customers taking goods on credit. When recording credit transactions it is important to record dates, type and amount of goods, amount paid as deposit and the amount pending. It has been known that credit transactions cause conflict between people if they are not recorded properly. Cash transactions should also be recorded properly so that the type, cost and price of goods sold can be determined. Cash balances should be determined every end of the day so that the balances at the beginning of the day and the balances at the end of the day can be determined. It is prudent to keep complete records of business transactions and to consult some who understands accounting to set up an easy method of keeping records that is useful and also tracks the performance of the business. From the milk sellers on the roadside to the owners of the big wholesaling businesses, cannot escape the idea of accounting and record-keeping.

Accounting is just a tool of recording, storing and analyzing business activities in terms of money. Accounting operates on the idea that all business activities are of two kinds; one that receives and the other that gives. For example if you sell an item for cash, you give away the item and get the cash. Your cash increases while your stock decreases. When you pay salary, your cash decreases, and salary payments to your employees increase. In accounting the world is also divided in just two things; what you own, called your assets and what you owe to other people called your liabilities. Using these two simple ideas, accounting undertaken by recording business transactions in books of accounts which can be very simple entries in an exercise book or a complex accounting system using computer programs. It is important that a businessperson keeps an updated cash book and a ledger. The cash book records all activities related to the cash transactions. It records how much cash has come and how much has gone out. All cash receipts and payments are traced in this book. The ledger records each lists items and records dates and amounts under them. For example a salary entry in the ledger will have the amount paid, the period for which it was paid, the day and date it was paid and to whom it was paid. Many of the activities of the businesses undertaken are usually dependent upon trust and are kept in mind by people. Oral agreements are entered without evidence of the agreements. Trust is good but keeping and witnessing records are better. Anything can happen to an individual and the memory is fickle. Records keep the truth. They prevent fraud and other malpractices and protect business assets. Since accounting and record keeping are not profit-making activities, they should be kept simple and easy to understand and afford. If well-managed, accounting records help in making decisions and also offer security for the business assets. At the end of the period, revenues are totalled and the expenses are subtracted to arrive at a profit or loss. Also a

statement is made of the assets the business owns and debts it owes to calculate the profit of the business. A statement of income and expenses is known as an income statement and the statements of assets and liabilities, is called a balance sheet. The information from these statements helps the business owner to know whether the business is profitable or not. The information also assists the businessperson to reach a decision about the business, whether to expand or to close or to continue with the current operations as they are. A statement to show all the cash received from the business and the way they have been spent can also help in showing the sources and the uses of the Cash in the business. A business without records and proper financial accounting is bound to face challenges. Effective business planning and control encompasses good record keeping (material and financial) and effective financial accounting.

➤ **Financial management**

Financial management is about planning income and expenditure, and making decisions that will enable you to survive financially.

Financial planning is about;

- Making sure that the business can survive; making sure the money is being spent in the most efficient way, making sure that the money is being spent to fulfill the objectives of the business, being able to plan for the future of the business in a realistic way. The financial accounts of a business, the profit and loss accounts and the balance sheet, can be calculated from the financial records, the wage book, cash book, invoices, etc.

➤ What you need

You have to record all money coming into your business and all money going out. This is to keep track of the cash flow. To do this you will need:

1. To record every sale.

Cash Sales in receipts and non-cash sales in invoices

2. Receive Invoices or issue receipts for every purchase or make simple journal entry

Purchases Paid, purchases Unpaid

3. Record of all payments in and out of your cash

4. Keep a simple cashbook for recording such information. It records all cash coming in and going out of the business.

Table 17: Cash Book

	Money in			Money out	
Date	Particulars	Amount	Date	Particular	Amount

➤ Simple rules for small business bookkeeping

- Record every sale as cash or credit, Separate records of sales into cash or credit, keep the sales to every credit customer separate, when a customer pays keep proper record of that payment or issues a receipt and update the customer's balance, record your non sales income such as grants and asset disposals in your cash book, record every purchase as cash or credit, separate records of purchases into cash or credit and keep purchases from every supplier separate, when you pay a supplier deduct the amount from the cash book and update the suppliers balance, at the end of the month, update all your records. Calculate your total sales, purchases, expenses and cash.

- To arrive at the profit= Total Sales-Total Purchases-Expenses

➤ Drawings from the business

When running a business, the owner may have to withdraw some money out of the business once in a while. The capital invested in the business is seed money and needs to be protected until it grows and matures. When the business is growing, it is important to reinvest the profits in the business. The expenses of the owner should be limited to enough to make life comfortable and no luxury expense may be withdrawn from the business while it is still in its infancy. The purpose of doing business is to improve one's life, to care for one's family and to contribute to society. The success of the business is vital for all these objectives to be achieved. Removing money from the business reduces the funds available to the business for investments and affects its cash flows. When withdrawing funds from the business, it is important to look at the business performance. You can only withdraw if the business is doing well enough to make a sufficient profit. You also have to consider timing of the withdrawal. There must be sufficient cash to pay debts and other obligations before you can withdraw for personal reasons. The business owner may need to withdraw money for personal survival purposes. These will be treated as a salary as an employee of the business. These drawings will help the owner meet food, shelter, clothing and education needs of his or her family. The business can only make profit if it can pay those who work for it including the owner sufficient wages to survive. The owner may not get paid at market rate but should at least be paid enough to be able to pay for important expenses. When the business is successful and money is available, the owner should have the liberty to spend money rightly and contribute to society generously without jeopardizing the business operations.

- **The trainees will be allowed to ask questions and the trainer will respond to them accordingly as well as giving the chance to the trainees to respond to the questions.**

- **Session 7-Ethics, regulations and social Responsibilities**
- **Allocated time:6 Hours**
- **Session objective**
- To understand the ethics, regulations and social responsibilities while running business.

➤ **Methodology**

Lecturing, questions and answers

➤ **Material to be used**

Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations

Session 7-Training on Writing constitution, Regulations, Ethics and social Responsibilities.

➤ **Government regulations:**

Unfair competition or business taking advantage of competitors are heavily regulated laws govern false advertisement and profiting from someone else's hard work, time, money and brand recognition. Examples are;

- Copying another trademark material and representing a product as the competitor's. This activity takes advantage of the good will or reputation built up by the business without making necessary investment of time and money in product and brand recognition.
- Stealing trade secrets such as customer lists or unlawful bribing or enticing an employee to violate his duty of loyalty by revealing the information

- Disparaging the quality of product by making false statements about the quality or ownership of legitimacy of a product

➤ **Ethics and social responsibilities issues**

Ethical and social responsibilities issues often arise in the following areas,

- Organizational relationship- treatment of vendors and business partners, employment relations-treatment of employees, recruiting and retention practices, consumer welfare-quality and safety of goods ,fairness of price, conflict of interest-personal interest of employees, officers or directors over the best interest of the company and compromise-obeying the laws and regulations

Each of these relationships can have serious effects on business if the other part feels that they have not been fairly dealt with by the business. Business can encourage ethical behaviour by adopting a code of ethics that is shared and applied in all aspects of the business operations.

That the money does not belong to the business owner; he or she is only a collection agent and must turn the money to the government

Other taxes that business collect and pay over to the government are income taxes and social security taxes deducted from the salaries of workers. These funds technically belong to the employee and are being transmitted to the government on workers behalf. Failure to pay income tax and other taxes may result in penalties and interest being added to the taxes due. In case of business that refuses to pay taxes, the principals may be subjected of criminal prosecution as well.

Make sure that your business is registered and that will ensure you to work comfortably and provide good service to the customers and to operate well your income generating activity

➤ **Good service means:**

- That the customers get calls answered promptly, the customers get issues deal with on one call (Whenever possible), the customers get efficient service, the customers can trust you to carry out their instructions and when they are required

➤ **Four steps to show your customer's that you care about their problem:**

- Shows you're prepared to listen, emphasis, apologize. take ownership

➤ **The trainees asked to answer the fallowing questions**

- What does it mean to act ethically?
- What are two areas of business that are regulated by government
- What good service means

- **Writing constitution**

➤ **What is a constitution?**

In basic terms, a constitution is simply a set of written rules or an agreement governing the aims of your organization, how it will be run and how the members will work together.

When a group first forms, it is not a legal entity, but merely a gathering of brought together to share an activity or interest. As this is the case, the moment your group starts to progress and begins to deal with finances or property, or tries to raise money in the form of grants or loans, a formal statement documenting decision-making processes, responsibilities and rules for all taking part within the group's activities is essential. This will also prevent individual members being exposed to potential risk if, for example, your group runs into financial problems or ceases to exist, by spreading the risk between members.

- **Importance of constitution**

A constitution is of paramount importance because:

- Without a written understanding, people may become confused and things may not get done
- It will act as a point of reference and help resolve any problems or controversy that may arise
- It reassures the public and funding bodies that your group is properly run and that money is effectively managed
- it illustrates that your group is democratic and accountable, with clear methods by which decisions are made.

- **Ten points to include in writing constitution**

1. Name of your organization.
2. Aims of your organization (sometimes known as 'objects').
3. Powers.
4. Membership.
5. Management Committee.
6. Officers.
7. Meetings.
8. Finance.
9. Dissolution.
10. Amendments to the constitution

- **The constitution checklist**

1) Name of your organization

The name of your organization should reflect what your group is all about and is a very important factor. You need to bear in mind that every member of your organization should identify with the name of your group. Also, do you want the subject or the main interest of your group to come first, or the area in which you are based? How might the name appear on any literature?

2) Aims or objectives of your organization

To put it another way, why has your group come together? What is it hoping to accomplish? Your objectives should cover not only what you aim to achieve at this point in time, but what you may wish to do in the future. Do not simply list various activities, but keep your aims as wide as possible to enable you to change your activity without amending your constitution, giving you flexibility as you develop. Do not simply state that you want to create a youth club at a particular address, but talk about integrating people in a wider area. The objectives section is the most difficult to change and, therefore, requires a lot of thought and consideration.

3) Powers

The Powers section of your constitution should discuss what the group is allowed to do to carry out its activities and meet its objectives. As with the Objectives section, you should always remember that your group may expand in the future or change as it.

4. Membership

All groups are made up of members who want to work in association to achieve the stated aims. Members essentially own and control the group. But who are you going to

invite as members? It may be individuals within a certain area, or defined categories of people with similar interests such as older people, children, disabled people or the unemployed. You must also decide if you are going to charge people to be a member and if so, who is going to fix the price.

5) Management Committee

A management committee is essential to manage not only your group's work, but to make decisions and direct policy making. Management committees should include honorary officers, and may also involve others who have been nominated or elected. In the main, there are three types of committee member including those:

- nominated by and from the membership (a large number of members will be appointed via this method);
- nominated by a different group;
- co-opted by the committee due to their knowledge, skills or experience.

6) Officers

It is common for committees to have named individuals known as officers, to carry out various tasks on behalf of your group. These may include a president, chairperson, secretary or treasurer. You also need to come to an agreement on how officers will be chosen, whether they will be elected at your annual general meeting or appointed by your committee, and how long they will be in place (for a limited or unlimited period).

7) Meetings

Within your constitution, you must state where and how often you will meet to discuss the work of your group and make any decision surrounding it. Small groups may find it more appropriate for decisions to be made by all members together, whereas larger

organizations may find it better to elect a committee to make any decisions on behalf of members.

8. Finance

For the finance section of your constitution you will need to address several factors. To begin, you should consider where you will keep the group's money. It is often a good idea to open a bank account in the name of your organization. You should also keep a record of all income and expenditure, and have your group's accounts independently examined each year by an accountant.

9) Amendments to the Constitution

It is essential you acknowledge from the beginning that your group may change as it grows, and you may find that you need to make amendments to your constitution. Although this is the case, your constitution represents why people joined your organization in the first instance, so you should make sure that it cannot easily be changed.

10) Dissolution

If for any reason you need to wind up your group, you must adopt rules similar to those you have put in place to make changes to your constitution. This may occur if your group is simply lacking in support or resources, or if your activities have been transferred to another organization. Not only will you need to include details on how you will call a special meeting and how many members should be present before you can dissolve your organization, but you will need to include information regarding what will happen to any remaining assets or money. Usually when a group ceases to exist, debts are repaid and the surplus assets or finances are then distributed or donated to similar

groups or local charities. This is basically to reassure the public and any funding bodies that the money is being utilized properly and not just being split between members.

- **Group assignment**

The trainer should ask the trainees to form a group of six people and prepare a sample of constitution and come to present later.

- **Session 8-Gender**

- **Allocated time: 6hours**

- **Session objectives**

At the end of the session the trainees will be able to:

- Define what is gender, what is gender equality, analyze gender mainstreaming, analyze importance of gender

- **Methodology**

Lecturing, question and answers

- **Material to be used**

Over head projector, Marker pens, Flip chart, Writing pen, Note book, File folder and Presentations

- **Session 8-Gender**

Gender is used to describe those characteristics of men and women which are socially determined, in contrast to those which are biologically determined. The word ‘gender’ was used by Ann Oakley and others in the 1970s to emphasize that everything women and men do, and everything expected of them, with the exception of their sexually distinct functions (childbearing etc.) can change, and does change, over time and according to changing and varied social, economical, political, and cultural factors.

Gender is defined by FAO as ‘the relations between men and women, both perceptual and material. Gender is not determined biologically, as a result of sexual characteristics of either women or men, but is constructed socially. It is a central organizing principle of societies, and often governs the processes of production and reproduction, consumption and distribution’ (FAO, 1997).

People are born female or male, but learn to be girls and boys who grow into women and men. They are taught what the appropriate behaviour and attitudes, roles and activities are for them, and how they should related to other people. This learned behaviour is what makes up gender identity, and determines gender roles and responsibilities. Gender roles vary greatly from one culture to another and from one social, political, and economic group to another within the same culture.

➤ **Why Gender is Important?**

Since the mid 1980s there has been a growing consensus that sustainable development requires an understanding of both women’s and men’s roles and responsibilities within the community and their relations to each other. This has come to be known as the Gender and Development (GAD) approach. The main objective of GAD is mainstreaming women’s needs and perspectives into all activities. Mainstreaming acknowledges that all development operations have a gender impact and do not automatically benefit men and women equally. Thus it is necessary to adopt GAD approach for development programs to benefit both men and women and also for sustainable development and positive impacts on the society as whole.

Why Gender Considers as Women’s Empowerment?

Although ‘gender and development’ includes both women and men, however, in most cases focus is given to only women. It is because of imbalance and unequal status of

women in most of the societies where women do not have the same opportunities and personal freedom as men do. Therefore, there is a need to focus women compared to men. It is like two glasses, where one is half full and another is empty, thus the empty glass should get water first and when both glasses become equal then fill both. If someone tries to fill both glasses without noticing the level of water it won't work.

➤ **Key Concept**

- **Gender Equality**

Gender equality refers to equal opportunities and outcomes for women and men. This involves the removal of discrimination and structural inequalities in access to resources, opportunities and services, and the promotion of equal rights. Equality does not mean that women should be the same as men. Promoting equality recognizes that men and women have different roles and needs, and takes these into account in development planning and programs.

- **Gender mainstreaming**

Gender mainstreaming is the integration, in cooperation and institutionalization of gender of gender issues in all activities like planning, budgeting and managing and all other activities that relate to human beings.

Gender mainstreaming can be applied through ways such as having clear policies, political will, and also by having good management which includes budgeting, designing, decision making and planning as well as having researches to see the difficulties of gender mainstreaming and how to overcome them. All that led to sustainable gender mainstreaming because development cannot occur when there is separation.

- **Gender roles**

Gender roles are the ‘social definition’ of women and men. They vary among different societies and cultures, classes, ages and during different periods in history. Gender-specific roles and responsibilities are often conditioned by household structure, access to resources, specific impacts of the global economy, and other locally relevant factors such as ecological conditions (FAO, 1997).

- **Gender relations**

Gender relations are the ways in which a culture or society defines rights, responsibilities, and the identities of men and women in relation to one another (Bravo-Baumann, 2000).

- **Gender Division of Labor**

Sexual division of labor results from the social differentiation introduced by the relations between men and women that attributed activities and roles according to the person’s sex. The specific tasks and activities were attributed to men and to women according to the socio-economic and cultural context. Both men women have multiple work roles. These include: production, reproduction, essential household and community services, and community management and political activities.

- **Productive Role**

Productive activities include all tasks which contribute to the income and economic welfare and advancement of the household and community. Both women and men perform a range of productive roles. Women’s productive roles can include cash and subsistence farming (whether or not they control any income from their labour), care of livestock, foraging in forests, food processing for sale, cottage or home based industries, and waged/formal sector employment.

- **Reproductive Role**

Reproductive activities are those activities carried out to reproduce and care for the household. Responsibility for contraception and decision making about reproduction may be in the hands of women or men, depending on the cultural context. Child rearing is a reproductive role and often considered within the women's domains, however men also play a significant and recognized role in many cultures. Women's other reproductive roles include pregnancy, childbirth and breastfeeding.

- **Household and Community Services**

Essential household and community services are those which must be carried out daily to meet the family's and community's basic needs, such as fuel and water collection, provision of shelter and clothing, cleaning, education, health care, care of the elderly and food processing and preparation.

- **Community Management and political Activities**

This refers to the management and conservation of resources for collective community consumption (such as fuel, forests and water), as well as participation in cultural and religious ceremonies, formal and informal political activities, and involvement in development organizations.

- **Access to and Control of Resources**

The social (sexual) division of labor that attributes subordinate roles to women reduces at the same time their access to and benefits of resources. It often occurs that women have access to a specific resource, and at the same time they do not have any control over its use. Often women benefit from having access to resources, however, the women are limited to only use the resources of which they do not own and over which they cannot - in any way - exert control (i.e. control of agricultural land) or have any

decision-making power. Actually, the control consists in taking decision(s) on the use of the resources and to have the opportunity to impose the choice on others.

The achievement of equal control to resources is one of the most important objectives in the gender approach, because the power in taking decisions will guarantee the access to the resource as well as its benefits. That is why it is essential to focus on women's strategic interests in order to guarantee their empowerment.

➤ **Practical Gender Needs and Strategic Interests**

- **Practical Gender Needs**

Practical gender needs are the concrete and practical needs women and men have for survival and economic advancement, which do not challenge the existing sexual division of labor, legal inequalities, or other aspects of discrimination due to cultural and social practices. Meeting practical gender needs in development programs may include the provision of services such as clean water, shelter and health care, as well as income generating opportunities. If women are involved in decision making and training in new areas, strategic interests may also be addressed through such practical projects.

- **Strategic Gender Interests**

Strategic gender interests refer to the relative status of women to men. They seek to bring about greater equality between men and women, and to eliminate various forms of sexual discrimination. Strategic interests may include legal rights, protection from domestic violence, increased decision making and increasing women's control over their bodies. Practical needs and strategic interests are complementary. For example, programs that only target practical needs may not be sustainable unless strategic interests are also taken into account.

- **Learning Activities**

Participants will be divided in group of 5 and asked to discuss the following questions and then come to present later;

- What is gender?
- What is gender equality?
- What is gender mainstreaming?
- What are the resources of the household?
- What kind of benefits they avail?
- Who controls these resources, which have access to these resources?
- Who uses the resources and benefits?
- What about cooperation of men and women in income generating activities?

Table 18: Training Attendance Form
LIST OF PARTICIPANTS

SR	NAME	TITLE/ORGANIZATION	PHONE	EMAIL
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
12				
13				
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Table 19: Training Evaluation Form**Please tick in the box with the appropriate answer****A:**

Sr.	Details	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The training objectives were met and accomplished					
2.	My expectations were met					
3.	The trainer knew about the topics					
4.	Training materials were distributed on time					
5.	The mode of training was good					
6.	Time allocated for each session was enough					
7.	Classroom participation was encouraged					
8.	The training sessions were useful					
9.	The trainer was able to answer the questions properly					
10.	The trainer presented well					

B: What areas of the training need improvement?

.....

1. What was good about the training?
2. How do you rate the training? (Very good, Good, Bad).....
3. Add any additional comments below