

ASSESSING FACTORS AFFECTING SALES IN NGUZONANE MARKET

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REQUIREMENTS FOR THE AWARD OF A MASTERS DEGREE IN
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CERTIFICATION

The undersigned certifies that, he has read and hereby recommends for presentation to the senate of the Open University of Tanzania a dissertation entitled; “Awareness on the use of areas reserved for business operation and their economic benefits to businessmen and women of Nguzonane market in Shinyanga Municipality” in partial fulfillment of the requirements for the award of a Masters degree in Community Economic Development.

.....

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Date.....

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DECLARATION

I, Raymond J. Kilindo, do hereby declare that this dissertation is my own original work and that it has not and will not be presented to any other institution for the ward of any degree or other similar award.

Signature

Date.....

DEDICATION

I dedicate this work to my beloved parents; my mother, Angella and my father, Jacob and my only child Angel and her mother, Regina for their love and patience throughout the stages of development of this research work.

ACKNOWLEDGEMENTS

I firstly, give thanks to the Almighty God for giving me courage and determination to do this work to the end. I am obliged to acknowledge all those who contributed in assisting me in one way or another to successful completion of this work. My special thanks should go to my supervisor Dr. Felician Mutasa for his great support and guidance for the success of this work, may God be with him.

My appreciation goes to business community of Nguzonane area, Kambarage ward leaders and Officers from Shinyanga Municipal Council, who humbly agreed to work with me and supported me throughout the project. Also I would like to offer my thanks to Vijana Green Group VGG for accepting me to work with them and for being very cooperative since the first day they got the idea until the implementation of the project.

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ABSTRACT

This study was carried at Nguzonane area within Kambarage ward in Shinyanga Municipality. The first chapter is about participatory needs assessment whereby needs of the businessmen and women of Nguzonane area were assessed and identified, findings revealed that they are aware of their obstacles to making profitable business and have come up with a strategy of resolving the situation. Implementation of the project through awareness creation on proper use of areas reserved for business operation was done cooperatively with the Vijana Green Group. Through sensitization meetings held, involvement of stakeholders right from the beginning of the project was active and participatory. Project sustainability is ensured by project being originated from beneficiaries themselves and the use of existing formal structures whose goals are to improve lives of Shinyanga Municipal Council residents. Also, political environment is made conducive through involving all the influential political leaders; the councilors. Recommendations are made that through using similar approach, similar projects should be done in some other areas of the country so that business reserved areas are used as required. Policy makers and law enforcers to adhere to the laws and by-laws available so that things such as doing business in prohibited areas should not be done.

TABLE OF CONTENTS

CERTIFICATION	ii
COPYRIGHT	iii
DECLARATION.....	iv
ACKNOWLEDGEMENTS.....	vi
ABSTRACT	vii
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF ABBREVIATIONS	xv
CHAPTER ONE	1
1.0 PARTICIPATORY NEEDS ASSESSMENT	1
1.1 Introduction	1
1.2 Community Profile.....	2
1.2.1 Population	2
1.2.2 Climatic condition.....	2
1.2.4 Social Services	3
1.3 Community Needs Assessment (CNA).....	4
1.3.1 Objectives of CNA.....	4
1.3.2 Research Question for the Community Needs Assessment	5
1.3.3 CNA/Research Methodology	5
1.3.3.1 Research Design.....	6
1.3.3.2 Sampling Techniques	6
1.3.3.3 Sample Size.....	7
1.3.3.4 Data Collection Methods and Tools.....	8

1.3.3.4.1 Interview	8
1.3.3.4.2 Focus Group Discussion	8
1.3.3.4.3 Questionnaire	9
1.3.3.5 Data Analysis Method and Presentation	9
1.3.3.5.1 Descriptive Research.....	9
1.4 Community Needs Assessment Findings.....	10
1.4.1 Age Group of Respondents	10
1.4.2 Education Level of Respondents.....	10
1.4.3 Occupation of Respondents.....	12
1.4.4 Awareness on Areas Reserved for Business Operations.....	12
1.4.5 A Place Respondent Operate his/her Business (Buying and Selling).....	13
1.4.6 Major Factors which have Greatly Contributed to Low Sales of Goods	14
1.4.7 Needs of the Businessmen and Women of Nguzonane Market.....	15
1.5 Community Needs Prioritization	16
1.6 Chapter Conclusion.....	17
CHAPTER TWO	19
2.0 PROBLEM IDENTIFICATION	19
2.1 Background to Research Problem.....	19
2.2 Statement of the Problem	20
2.3 Project Description.....	21
2.3.1 Target Community	22
2.3.2 Stakeholders	23
2.3.3 Project Goal in CED Terms	23
2.3.4 Project Objectives	23
2.3.4.1 The Specific Project Objectives	24

2.4 Vijana Green Group (host organization) Profile	24
2.4.1 Vision of Vijana Green Group	24
2.4.2 Mission of Vijana Green Group	24
2.4.3 Vijana Green Group’s objectives	25
2.4.4 Activities of the Group.....	25
2.4.5 Challenges the Vijana Green Group faces in their Undertaking	25
CHAPTER THREE	27
3.0 LITERATURE REVIEW.....	27
3.1 Introduction	27
3.2 Theoretical Literature.....	27
3.2.1 Voluntary Shifting.....	27
3.2.2 Roaming Around Petty Trading	28
3.2.3 Business Operation	28
3.2.4 Poverty and Income Poverty	28
3.2.5 Environmental aspect of Roaming Around Petty Trading.....	29
3.2.6 Reasons for Petty Trading in Tanzania and Shinyanga Municipality as well ..	31
3.3 Empirical Literature	32
3.4. Policy Review	36
3.5 Literature Review Summary	39
CHAPTER FOUR.....	41
4.0 PROJECT IMPLEMENTATION.....	41
4.1 Introduction	41
4.2 Products and Outputs	41
4.3 Project Planning	41
4.3.1 Logical Framework	42

4.3.2 Project Budget	43
4.3.3 Staffing Pattern.....	44
4.4.1 Project Implementation Report	45
4.4.1.1 Output 1. Increased Awareness on the Use of Business Reserved and Business Restricted Areas	45
4.4.1.2 Output 2. Uncongested Roadsides/ Streets Heading towards Nguzonane Market	46
4.4.1.3 Output 3. Raised Income of Businessmen and Women Inside the Market....	47
4.4.1.4 Output 4. Clean Roads/Streets and all Around the Market.....	47
4.4.2 Project Implementation Gantt chart	48
CHAPTER FIVE.....	49
5.0 PARTICIPATORY MONITORING, EVALUATION AND SUSTAINABILITY	49
5.1 Introduction	49
5.2 Participatory Monitoring.....	49
5.2.1 Monitoring Information System.....	50
5.2.2 Participatory Monitoring Methods used to Engage Community in the Monitoring of the Project	50
Participatory Rural Appraisal though Conversational Interviewing	50
5.3 Participatory Evaluation.....	52
5.2.3. Participatory Monitoring Plan.....	53
5.3.1 Performance Indicators	53
5.3.2 Participatory Evaluation Methods.....	54
5.3.3 Project Evaluation Summary	55
5.4 Project Sustainability	56
5.4.1 Successful use of Bottom-up Planning Approach and Participatory Approach	56

5.4.2 Involvement of the Government	57
5.4.3 Conducive Political Environment	57
5.4.4 Behavioral Change through Awareness Creation and Sensitization.....	58
5.4.5 Effective use of Laws and by Laws of the Council	58
CHAPTER SIX	59
6.0 CONCLUSION AND RECOMMENDATIONS.....	59
6.1 Introduction	59
6.2 Conclusion	59
6.3 Recommendations	61
REFERENCES.....	64
APPENDICES	67

LIST OF TABLES

Table 1: Age of Respondents	11
Table 2: Education Level of Respondents	11
Table 3: Employment status of Respondents with Regard to this Research.....	12
Table 4: Awareness on Areas Reserved for Business Operations	13
Table 5: Major Factors for Low Sales of Goods.....	15
Table 6: The Results of Pair-Wise Ranking.....	17
Table 7: Logical Framework.....	42
Table 8: Resource Requirements	44
Table 9: Project Implementation Gantt chart	48
Table 10: Information for Monitoring Project	51
Table 11: Monitoring Plan in the Project.....	53
Table 12: Performance Indicators	54
Table 13: Project Evaluation Summary	55

LIST OF FIGURES

Figure 1: A place respondent operate his/her business (buying and selling)..... 14

LIST OF ABBREVIATIONS

CBO	Community Based Organization
CCM	Chama Cha Mapinduzi
CHADEMA	Chama Cha Demokrasia na Maendeleo
CAN	Community Needs Assessment
MCED	Masters of Community Economic Development
NGO	Non Governmental Organization
OUT	Open University of Tanzania
PNA	Participatory Needs Assessment
PRA	Participatory Rural Appraisal
SHIMUNGONET	Shinyanga Municipal Non Government Organization Network
SPSS	Statistical Package for Social Science
URT	United Republic of Tanzania
VGG	Vijana Green Group
WEO	Ward Executive officer

CHAPTER ONE

1.0 PARTICIPATORY NEEDS ASSESSMENT

1.1 Introduction

This chapter presents issues related to Participatory Needs Assessment as was conducted in Nguzonane area. According to Sonia BJ (2006), PNA is systematic approach to setting organizational priorities in which trained evaluators and program stakeholders share responsibility for all substantive and procedural decisions. Participatory Needs Assessment (PNA) in Nguzonane area, practically included assessment on awareness of the community to proper use of areas reserved for business operations. It further discusses economic profitability as per proper use of these areas. Also an highlight is made on environmental conservation with regard to proper use of areas reserved for business operations. Methodology and tools used for PNA in Nguzonane area are also discussed in this chapter. However, findings of CNA are also revealed at the end of this chapter.

Participatory Needs Assessment was done aiming at identifying needs of the businessmen and women of Nguzonane market. For quite a good number of years now, businessmen and women of Nguzonane market were faced with hardships in their daily undertakings. They were specifically faced with low sales that affected their income despite continuing paying taxes as required. Also they were faced with unclean environment surrounding their market that degraded their commodities and sometimes caused threats of diseases. The intention of the researcher to conduct a participatory needs assessment in Nguzonane community was made through an introductory letter to the Kambarage Ward Executive Officer (WEO) and Vijana

Green Group Leaders.

1.2 Community Profile

Kambarage ward is among 17 wards found within Shinyanga Municipality. Kambarage ward shares borders with Lubaga ward on the north, Ndala ward on the west and with Ngokolo ward on the east. It also borders Mjini ward on the south. Administratively, Kambarage ward is made up of four streets which are Jomu, Kambarage, Majengo and Mwasele. Nguzonane area is found within Majengo street.

1.2.1 Population

The Kambarage ward has a population of 13,796 people as provided by the Population Census and Housing report 2012 of which 6,649 were males and 7,147 were females with an average household size of 4.1 and sex ratio of 93. (URT, 2013)

1.2.2 Climatic condition

Generally the ward experiences a tropical type of climate which is characterized by two seasons. The rainy season having two peak seasons which starts in October and ends in December of the same year, and again it starts in March the following year to the end of April or early May. Dry season which has two peak seasons, the one that starts in May to Mid October of the same year and again January to February of the following year. Total average rainfall per annum ranges between 600 – 1000 mm. Maximum average temperature ranges between 20⁰C to 31⁰C and minimum temperatures averages between 18⁰C to 24⁰C.

1.2.3 Economic activities

Economic activities of the most residents of Kambarage ward in Shinyanga Municipality include wholesale and retail trade, formal employment and various social services provision including transportation of luggage and people. However some residents of the place are engaged in small scale agricultural activities; keeping animals and farming though this is often done outside the ward.

1.2.4 Social Services

The social services available at Kambarage ward includes 5 primary schools (4 being government schools and one private school) and one secondary school, playing grounds including the popular Kambarage stadium. Kambarage ward has passable road networks that offer services throughout the year. These comprise of few tarmac roads and many gravel roads. Kambarage is also served by health facilities that include private health facilities and government health facilities. These are one health centre and three dispensaries managed by the government and three private dispensaries.

Kambarage ward has the highest number of institutions that are found within Shinyanga Municipality. These include government institutions, political parties' institutions, and private financial institutions, NGOs, CBOs and CSOs. Some of these include Municipal fire brigade centre, Municipal health department office, SHUWASA, PRIDE, FINCA, SHIMUNGONET and Municipal main abattoir to mention a few. Kambarage ward has three market which are Kambarage market, Nguzonane market and 'Stand mpya' market.

1.3 Community Needs Assessment (CNA)

According to Rotary Institution (2012) a community needs assessment (CNA) is a way of gathering information about community's opinions, needs, challenges and assets with the aim of identifying the community problems or stress and needs or assets of the particular community focusing on four main sectors namely community, economic, health and environment. For the CNA to be successful, the assessment must involve all the people in such a way that makes the best use of all resources available both human resource and materials. CNA conducted in Nguzonane area aimed at revealing the alternative strategies to businessmen and women of Nguzonane market, of overcoming difficulties in selling their goods.

1.3.1 Objectives of CNA

i) General Objective

The general objective of the CNA is to assess factors which are affecting sales to businessmen and women of Nguzonane market in Shinyanga Municipality.

ii) Specific Objectives

- i. To assess people's awareness on areas reserved for business operation (i.e assess understanding of market places)
- ii. To determine the number/percentage of businessmen and women who use market place(s) (areas reserved for business operation) in Nguzonane for their business undertaking/operation.
- iii. To identify major factors which have greatly contributed to low sales of goods in Nguzonane market.
- iv. To highlight needs of businessmen and women of Nguzonane market with

regard to low sales of their goods.

1.3.2 Research Question for the Community Needs Assessment

For the betterment of this study, the following research questions were asked to businessmen and women and their customers so as to collect their views and ideas on how they can increase their sales and therefore their incomes. These were the questions used by the researcher to explore information.

- i. What are the areas reserved for business operation?
- ii. Where do you operate your business (buy or sell); within market place (areas reserved for business operation) or not?
- iii. What is the major factor that has greatly contributed to low sales of goods among businessmen and women of Nguzonane market.
- iv. What needs to be done in order to increase sales among businessmen and women of Nguzonane market.

1.3.3 CNA/Research Methodology

Research methodology is the process/way used to collect information and data for the purpose of making decisions. According to Yogesh Kumar (2006) Research methodology involves the systematic procedures by which the researcher starts from the initial identification of the problem to its final conclusions. It provides the tools and techniques by which the research problem is attacked. The role of the methodology is to carry on the research work in a scientific and valid manner. A research methodology can use multiple methods including research design, data gathering and data analysis. In this research therefore, different methods including

sampling techniques have been used to identify the needs of the business community of Nguzonane.

1.3.3.1 Research Design

According to Yogesh Kumar (2006) Research design is a mapping strategy which is based on sampling technique. It essentially includes sampling and techniques for collecting the evidences, analyzing the data and reporting the findings. The study was conducted at Kambarage ward in Shinyanga Municipality aiming at finding out the reliable and useful information that will reflect the objectives of the study; assessing the awareness of the community (businessmen and women) on the use of areas reserved for business operation and their economic benefits to businessmen and women of Nguzonane market. The research design was a descriptive where qualitative and quantitative methods were used.

1.3.3.2 Sampling Techniques

The sample survey was taken from Nguzonane area in Kambarage Ward within Shinyanga Municipality. The sampling frame involved all those who were found in Nguzonane area specifically around the market, within the market and on the roads heading towards Nguzonane market, WEO, Ward Community Development Officer, Municipal Health Officer, Councilors, CBO leaders and Nguzonane market leaders. Purposive and random samplings were used in this study. According to Patton (1990), purposive sampling is used when the desired population for the study is rare or very difficult to locate. Purposive sampling in this study therefore was used to get 1 Ward Executive Officer, 1 Ward Community Development Officer, 1 Municipal

Health Officer, 1 Councilors, 2 CBO leaders and 2 Nguzonane market leaders while simple random sampling was used to get 42 respondents found in Nguzonane area. These were equally considered so as to minimize errors and sample biasness.

1.3.3.3 Sample Size

In order to get the sample size some calculations were performed by using mathematical model.

$$n = 1 + N(e)^2$$

Where N = Total population

n = Sample size

e = 10% standard of error with area of confidence,

According to the National census report of 2012, total population of Majengo street where Nguzonane area is located is 4,147 people, therefore the sample size is as follows:

$$n = 1 + 4,147(0.1)^2$$

$$n = 1 + 41.47$$

$$= 42.41$$

42 Respondents

However, 50 respondents were chosen as a sample size. These include 42 respondents resulted from the calculations above and 8 key informants. A sample size of 50 respondents was selected using random sampling and purposive technique. A simple random sampling and purposive techniques was used so as to ensure that every respondent had equal chance of being selected to participate and hence avoid personal biasness.

1.3.3.4 Data Collection Methods and Tools

Two types of data, primary and secondary data were collected using a combination of data collection tools. The primary data were collected by interviewing key informants. Focus group discussions and questionnaires were also used. On the other hand, secondary data collection was through reviewing various relevant documents, both published and unpublished, in government institutions specifically in Kambarage ward office and Shinyanga Municipal Council offices, Shinyanga regional library and some few supporting agencies. However the tools used are described here under;-

1.3.3.4.1 Interview

Interview was used in collecting information. Interview is an oral administration of questionnaire. It is therefore a face to face communication involving a researcher and the respondent. Through talking, information regarding respondent's knowledge, experience and understanding of the issues particularly of roaming around businessmen and women of Nguzonane is gathered. This tool helped researcher to gain greater understanding of the issues relating to the intended survey.

1.3.3.4.2 Focus Group Discussion

Focus group discussion was also used in collecting vital information needed for the CNA. The tool was used in order to identify needs of the community. It enables people with different views to discuss their differences and challenges and finally came to a collective understanding. Through discussion the group could understand some of their problems and the needs they have for their community. In Nguzonane

area a group of 16 people including Ward Executive Officer, Ward Community Development Officer, Municipal Health Officer, Councilor, Nguzonane market leaders and some few influential businessmen and women from inside the market and those of outside the market conducted an analytical focus group discussion that brought about identification of some needs of the community.

1.3.3.4.3 Questionnaire

Structured questionnaires were used to collect information from respondents. These were questions which were accompanied by a list of all possible alternative answers from which a respondent could select the best answer for the particular situation.

1.3.3.5 Data Analysis Method and Presentation

Information or data collected were processed and analyzed by using computer. Processing involved editing, coding and categorizing. Finally were fed into computer programme, SPSS for analysis. Different statistical models were used for interpretations and testing of associations among variables based on the research objectives. Data output were made in the form of tables, graphs and figures. These tables, graphs and figures are then interpreted and presented as findings. Therefore discussion of findings, recommendations and conclusion has based on the interpretation of tables, graphs and figures.

1.3.3.5.1 Descriptive Research

Descriptive research is defined as process of collecting data in order to test or to answer questions concerning the current status of the subjects in the study (Mugenda

O. M, 2003). Normally a descriptive research has a purpose of determining and reporting the way things are. It helps to describe such things as possible behavior, attitudes, values and characteristics. Changing the minds of roaming around businessmen and women of Nguzonane area, instead of selling their goods on the roads where to them is cheap (no taxes) to come inside the market where there are costs, requires to educate them so that they willingly accept the changes. The whole process requires a clear description of appropriate ways of talking to these traders.

1.4 Community Needs Assessment Findings

1.4.1 Age Group of Respondents

During the community needs assessment the researcher wanted to know the age groups of respondents in the community. Out of 50 interviewed respondents, 64.0% were between 18-34 years while 12.0% were between 35-44 years. Also 20.0% of them were between 45 -55 year old and 4.0% were at the age group of 55-65 as shown in table 1. The age group 18-34 years has the highest percentage of respondents (64.0%) depicting the productive force that has much been engaged in buying and selling goods in Nguzonane area. The result also tells that young men and women (18-34 years) are able to undertake their business undertakings in any area (reserved for business or not) for the purpose of improving their lives without caring for the environment.

1.4.2 Education Level of Respondents

The table 2 below shows the education level of the respondents. It shows that about 14.0% of the respondents have none formal education and 10% have tertiary

education. However about 50% of the them have attained primary level education and 26% of them have gone far to secondary education. Research reveals that over 80% of the population has attained at least primary education depicting that they are capable of understanding and undergoing positive transformation.

Table 1: Age of Respondents

Age interval	Frequency	Percent	Valid Percent	Cumulative Percent
18-34	32	64.0	64.0	64.0
35-44	6	12.0	12.0	76.0
45-54	10	20.0	20.0	96.0
55-65	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Source: Research Findings, (2013)

Table 2: Education Level of Respondents

Education level attained	Frequency	Percent	Valid Percent	Cumulative Percent
Non formal education	7	14.0	14.0	14.0
Primary education	25	50.0	50.0	64.0
Secondary education	13	26.0	26.0	90.0
Tertiary education	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Source: Research Findings, (2013)

1.4.3 Occupation of Respondents

Majority of respondents were businessmen and women making 78% of total respondents while customers were only 22% as shown by table 3 below. This shows that great number of respondents who participated in researching is the target group; the business community.

Table 3: Employment status of Respondents with Regard to this Research

Occupation of respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Businessmen & women	39	78.0	78.0	78.0
Customer	11	22.0	22.0	100.0
Total	50	100.0	100.0	

Source: Research Findings, (2013)

1.4.4 Awareness on Areas Reserved for Business Operations

Respondents were interviewed to test their awareness on areas reserved for business operation by being asked “what are the areas reserved for business operation” It was revealed then that 64% of them, areas reserved for business operation meant inside the market only while 30% of them it meant inside and outside the market as shown in table 4 below. On the other hand to the remaining 6%, areas reserved for business operations meant on the roads/streets or both in the market and on the roads/streets. This indicates that most of respondents in the study areas are aware of areas reserved for business operation. When asked to mention three business reserved areas found within Kambarage ward each had at least mentioned Nguzonane market.

Table 4: Awareness on Areas Reserved for Business Operations

Awareness on areas reserved for business operation	Frequency	Percent	Valid Percent	Cumulative Percent
Inside the markets only	32	64.0	64.0	64.0
Inside and outside the markets	15	30.0	30.0	94.0
On the roads/streets	2	4.0	4.0	98.0
Both inside the markets and on the roads/streets	1	2.0	2.0	100.0
Total	50	100.0	100.0	

Source: Research Findings, (2013)

1.4.5 A Place Respondent Operate his/her Business (Buying and Selling)

The study has shown in response of the question “where do you operate your business” that about 58 percent of the respondents operate their business in reserved business areas (in the market place) while 42 percent are either operating their business NOT in areas reserved for business operation or both in areas reserved for business operation and in areas not reserved for business operation as illustrated by figure 1.

Findings reveal that still a good number of businessmen and women (about 42%) operate their business not in the market place that is on the roads/streets and outside the market as was observed by the researcher. Thus special tusk needs to be done in order to make all these men and women operate their business in the market.

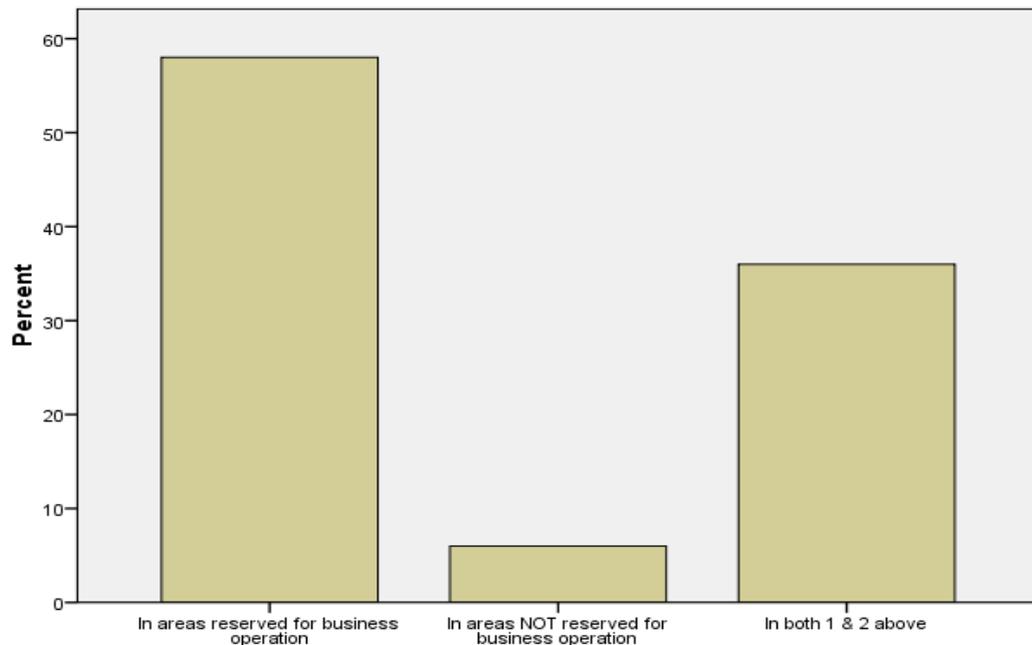


Figure 1: A place respondent operate his/her business (buying and selling)

Source: Research Findings, 2013

1.4.6 Major Factors which have Greatly Contributed to Low Sales of Goods

The study shows that businessmen and women of Nguzonane market sale less because of the many traders surrounding their market; outside the market and on all roads and streets that are heading towards the market as revealed by 62 percent of respondents. On the other hand 24 percent of respondents said major factor of selling less is lack of business skills among businessmen and women of Nguzonane market. Also about 14 percent of them feel that presence of other markets within the ward drives away their potential customers as illustrated by table 5 below. It is clear now though observation and research findings that the less selling situation of Nguzonane market businessmen and women is greatly contributed by the roaming around petty traders outside the market.

Table 5: Major Factors for Low Sales of Goods

Factors for low sales of goods	Frequency	Percent	Valid Percent	Cumulative Percent
Lack of business skills among businessmen & women of Nguzonane market.	12	24.0	24.0	24.0
Presence of other markets in the ward tend to shift some nearby customers away from Nguzonane market.	7	14.0	14.0	38.0
Nguzonane market place is surrounded by many traders outside the market and on all roads and streets that are heading towards the market.	31	62.0	62.0	100.0

Source: Research Findings, 2013.

1.4.7 Needs of the Businessmen and Women of Nguzonane Market

Upon responding to what needs to be done with regard to low sales among businessmen and women of Nguzonane market, many highlights were given out. These were streamlined into major four needs responsibly.

- i. To legalize areas not reserved for business operation (roads and streets) into business operation areas.
- ii. To ask the government, NGOs and other institutions to provide business skills to businessmen and women of Nguzonane market.
- iii. To shift the roaming around petty traders to other markets outside Nguzonane market.

1. To expel all those who do their business in areas not reserved for business operation.

1.5 Community Needs Prioritization

Businessmen and women themselves were involved in prioritizing their alternative project to undertake for the betterment of their economic improvement through increasing their sales. This was done to make them feel that project is theirs so that they are more committed to its implementation. Community needs prioritization was therefore done through listing all the needs as were gathered out. All the needs were listed and finally were compared in a common way called pair-wise ranking as table 6 below shows

- i. To legalize areas not reserved for business operation (roads and streets) into business operation areas. (A)
- ii. To ask the government, NGOs and other institutions to provide business skills to businessmen and women of Nguzonane market. (B)
- iii. To shift the roaming around petty traders into other markets outside Nguzonane market. (C)
- iv. To expel all those who do their business in areas not reserved for business operation. (D)

The number one ranked need was to shift the roaming around petty traders into other markets outside Nguzonane market. This ranked first as it appeared three times in a table of pair-wise ranking. According to Businessmen and women of Nguzonane market, the problem of low sales of goods can be removed by roaming around petty traders to shift into business reserved areas elsewhere within the ward or outside the

ward.

Table 6: The Results of Pair-Wise Ranking

	A	B	C	D	Marks	Rank
A		b	c	d	0	4
B			c	b	2	2
C				c	3	1
D					1	3

Source: Research Findings, (2013)

1.6 Chapter Conclusion

Community Needs Assessment was done aiming at identifying needs of the businessmen and women of Nguzonane market who for quite a good number of years have been doing their business with difficulties in making profits for their livelihood. According to them, customers could purchase any goods anywhere outside the market where roaming around petty traders who do not even pay taxes are positioned. This caused fewer or less sales to those inside the market despite paying all the taxes required.

The CNA findings have revealed that businessmen and women of Nguzonane market are aware of their obstacles to making profitable business. As a means of resolving this, they have come up with a strategy of shifting themselves into other markets elsewhere within or outside the ward. This is particularly to those who have no place

inside the market and are doing their business on the roads/streets, around the market and outside the market. For those who have places inside the market yet they were trying to follow customers outside the market were urged to come back inside the market.

CHAPTER TWO

2.0 PROBLEM IDENTIFICATION

2.1 Background to Research Problem

Businessmen and women of Nguzonane market are affected by poor sales in their daily business undertakings. This has caused to them less profit and sometimes loses. Since they are in business reserved area, they are obliged to pay all the required taxes. With taxes and less sales their business lives become miserable. They earn very little for their families. Existence of roaming around petty traders who are doing their business just outside the market and on the roads/streets heading towards the Nguzonane market was a problem which was identified by Nguzonane market community after the community needs assessment was conducted.

Economically, businessmen and women of Nguzonane market are much affected as they lose great number of customers to these traders. Traders around the market and on the roads/streets who according to research findings, cover about 42% of all business operators in Nguzonane area do not collect or pay any taxes for they are operating their business in unauthorized areas “not in the market”.

The aim of this CNA was to find out why low sales and therefore less or no profit to businessmen and women of Nguzonane market despite having a good number of potential customers all around the market and the whole of Shinyanga Municipality.

Upon identifying the reasons for low sales, business community should generated measures centered among themselves to remove the problem in this area.

2.2 Statement of the Problem

Businessmen and women of Nguzonane market earn very little through poor sales of goods despite large potential customers residing within the ward. Poor sales have caused to them less profit or sometimes lose. Leaders of this market failed to improve sales and therefore earnings of these people. They only have managed to finely collect taxes from these poor selling businessmen and women of Nguzonane market since they are in business reserved area and they are obliged to pay all the required taxes; which add difficulties to their business lives.

Existence of the massive roaming around petty traders who are doing their business just outside the market and on the roads/streets heading towards the Nguzonane market is a major problem which caused businessmen and women of Nguzonane market lose great number of the available potential customers. Several times, Shinyanga Municipal Council tried to drive these traders out of roads and streets of Nguzonane area but always did not succeed as exemplified by early this year's evacuation event that resulted into fight between traders and council militia.

Lack of understanding or seeing the economic and environmental benefits of doing business inside the market, has lead to overpopulating the roads/streets heading towards Nguzonane market with great number of roaming around petty traders who act as predators of large potential customers residing within the ward and from other wards. As a result those businessmen and women who are inside the market receive no or less customers in a day.

Thus therefore, the intention of this study is to spearhead voluntary shifting through sensitization and awareness creation among business community of Nguzonane on proper use of areas reserved for business operation. And also to identify economic benefits of one doing business in areas reserved for business operation. This will enable them understand the reality so that they eventually come to an agreement of shifting into other areas of business operation.

2.3 Project Description

The project is on voluntary shifting of roaming around as well as stationary (road side) businessmen and women of Nguzonane area who are doing their business not in the market place; shifting into the markets within or outside the ward. This is because some few of them have places/tables inside the market but have gone out in search of customers while others are producers of agricultural products like vegetables who have special place for selling their products just at the entrance of the Nguzonane market. On the other hand, for those who have no where to go are urged to shift into other markets such as the Kambarage market which currently has a room for accommodating some of these businessmen and women.

In order to achieve this, sensitization and awareness creation on the proper use of areas reserved for business operation in Nguzonane area is needed. This will include awareness creation on economic and environmental benefits of one doing business in areas reserved for business operation (within the market). The project was implemented in Nguzonane area in Kambarage ward. This ward is one among seventeen wards of Shinyanga Municipal Council. The CBO, Vijana Green Group of

Kambarage has been used to provide sensitization and awareness creation services to the business community of Nguzonane area.

2.3.1 Target Community

The project is targeting the community of businessmen and women of Nguzonane area. That is those who conduct their business within the market and in areas not reserved for business operation. Normally, a reserved area for business operation in this case refers to inside the market or outside but legally authorized like shop, butcher or food vendors who own rooms for their food vending business.

It was observed during the research that roads that are heading towards Nguzonane market are fully occupied by businessmen and women to the extent of losing passability. Since these traders are so many and are with diverse of goods, customers tend to accomplish all their needs outside the market falling on the hands of these roaming around petty traders. As a result of this, all businessmen and women who are inside the market receive no customers for their goods causing to them little or no profit for their livelihood. In the effort of taking away or stopping these businessmen and women from doing their business on the roads/streets the government had at one time forced these traders out of the roads/streets. The challenge to this was that the people were not willing to leave; they only ran away for some time and came back after the evacuation operation was over.

The practical way of solving this problem is only through awareness creation and sensitization so that people themselves should be the centre of the change. The

advantage of this project is that a large number of these traders will positively get ready for the change; they will shift to other areas where business undertakings are allowed.

2.3.2 Stakeholders

In the sensitization and awareness creation, stakeholders including Vijana Green Group (CBO) whose role is to provide education on environmental protection and small scale business undertakings, expect to have well informed businessmen and women who will be ready to shift out of roads/streets heading towards Nguzonane market. The business community, whose contribution is to assist on cleanliness and conserve the environment, their expectations include receiving education and making sure that no any trader is roaming around the roads/street heading towards Nguzonane market. They also expect increased sales and therefore profits for those inside the market and to keep their environment clean. Ward and market leaders, will assist on awareness creation and sensitization and to enforce 'by-laws'. And finally MCED student, whose coordinative and provocative roles are expected to bring changes to this business community.

2.3.3 Project Goal in CED Terms

To raise sales of goods to businessmen and women of Nguzonane market so that their profits be lifted for the betterment of the livelihood of their families.

2.3.4 Project Objectives

The main objective of the project is on voluntary shifting away of businessmen and women of Nguzonane area from business restricted areas into the markets within or

outside the ward.

2.3.4.1 The Specific Project Objectives

- i. To educate businessmen and women of Nguzonane area the importance of using markets, roads and other open spaces properly.
- ii. To shift away from business restricted areas into business reserved areas within or outside the ward.

2.4 Vijana Green Group (host organization) Profile

Vijana Green Group is a legally registered CBO found within Kambarage ward. The organization aims at protecting and conserving the environment within Shinyanga Municipality through tree planting and education. Initially, it was started as tree and seedling selling organization that was operated by some unemployed youth living within Kambarage ward.

2.4.1 Vision of Vijana Green Group

The vision of Vijana Green Group is to bring together and empower the residents of Shinyanga Municipality to environmental protection and conservation through tree planting and education.

2.4.2 Mission of Vijana Green Group

The mission of Vijana Green Group is to educate the community so that they identify or discover their potentiality to environmental protection and conservation. This is done through educating the community verbally or via showing vivid examples they have.

2.4.3 Vijana Green Group's objectives

1. Lobbying and advocating tree planting in homes and institutions like schools, offices etc.
2. Raising awareness among residents of Shinyanga Municipality on environmental protection and conservation.
3. Educating the youth on HIV/AIDS in order to safe guard the workforce responsible for environmental protection and conservation.
4. To see community that protects, develops and conserve natural environment.

2.4.4 Activities of the Group

Vijana Green Group has so far performed a number of activities in this community of Shinyanga Municipality. Originally the group had and is still having a garden full of diverse trees and flowers that are kept scientifically. These trees have been sold to many homes and institutions of Shinyanga Municipality. The group has also planted trees in over 17 primary schools and 6 secondary schools. It has also provided education on caring the trees to some few schools. Awareness creation on environmental protection and conservation is normally done to customers who come to buy trees and flowers in the garden. In this project, Vijana Green Group will have the role of proving education to businessmen and women of Nguzonane so as to create awareness to them on environmental protection with regard to waste and dirty produced by businessmen and women. Also economic benefits of using planned business areas effectively so as to minimize natural environmental destruction.

2.4.5 Challenges the Vijana Green Group faces in their Undertaking

Vijana Green Group has no enough capital to stretch out its undertakings to cover a

wide area as desired. Shinyanga Municipal residents have little understanding and appreciations to the group as its undertakings are uncommon in the area. Tree planting is taken as a natural thing; one needs no expert to plant trees. Lack of consciousness in managing the youth lead organization sometimes causes internal conflicts.

CHAPTER THREE

3.0 LITERATURE REVIEW

3.1 Introduction

Roaming around businessmen and women has been a serious problem of many towns, municipalities and cities in Tanzania. Its effects include congesting the road sides causing difficulties in passability. Also, it has been a causative of dirty all around towns, municipalities and cities in the country. Many writers and researchers have written about it in view of educating and promoting awareness on cleanliness and environmental protection with regard to business operation in planned areas. This chapter therefore is trying to highlight some literatures that have contributed in one way or another in taking away this great problem of many towns, municipalities and cities.

3.2 Theoretical Literature

3.2.1 Voluntary Shifting

According to Oxford Advanced Learners' dictionary voluntary means doing things willingly without being forced and shift means moving from one position or place to the other. Thus, voluntary shifting of petty traders means willing movements of petty traders from one position or location to another. This is the type of movement that does not allow returning back to the origin. It is therefore a permanent movement or shifting away from one place to the other. Normally the move is geared by personal understanding of the situations. Understanding might be the resultant of awareness created, sensitization or personal conception as a result of changing environment/situation.

3.2.2 Roaming Around Petty Trading

Petty trade is the trade that is conducted on a small scale sale of small inexpensive items <http://www.dictionarist.com/petty+trade> accessed on 24.04.2013. Roaming around petty trading is therefore moving around selling small inexpensive items. This type of business involves meeting customers wherever they may be. In least developed countries this type of business has many challenges including using restricted areas for selling goods.

3.2.3 Business Operation

Business operation means activities involved in the day to day functions of the business conducted for the purpose of generating profits from assets owned by a business. Business undertaking has remained to be the only alternative among people of dry lands prior to formal employment which is in Tanzanian context very minimal. It is therefore inevitable to the young men and women dwelling in these areas to engage in business undertaking for their livelihood. Lack of capital has deprived them the capability of making the right choices on how they should conduct their business.

3.2.4 Poverty and Income Poverty

The definition of poverty is, however, a matter of considerable controversy, as it is defined differently by different scholars. The differences partly revolve around the perspective one takes. According to Mbughuni (1994), one may take the global, the continental, the national, the regional or the individual perspective. The differences revolve also around differences of academic fields from which poverty is

approached. Poverty is conceived by development economists mainly on the basis of the indices with which it could be measured. Generally, poverty is complex and multidimensional phenomenon resulting from deeply imbedded structural imbalances in all areas of human existence, the state of economy, society, culture and the environment. According to Chambers (1995), Poverty is defined as lack of physical necessities, assets and income. Economists views poverty as income lowness (Amartya Sen 1999) which is reflected in poor health and low literacy levels and inadequate housing and living condition.

Income poverty is due to people not having access to money or other assets. If people do not have any other assets like land to grow their own food, then income poverty can result in stunted growth and early death. The best way to reduce income poverty is to encourage and support the development of effective businesses (small, medium and large) which make good use of our natural resources and talents to create wealth and jobs http://www.hakikazi.org/zwp/types_of_poverty.htm accessed on 30.08.2013

3.2.5 Environmental aspect of Roaming Around Petty Trading

Roaming around petty trading in Tanzania has always been associated with environmental destruction through spilling over dirty around the streets as left-overs. The word environment commands a very broad meaning. It includes air, land and water; plants and animal lives including human life (URT, 1997). Environment means the physical, economic and social conditions in which people live, influencing their feelings and development. Human activities taking place in human settlements

have affected the environment positively or negatively. Therefore environment protection is a strategic issue as far as human settlement development is concerned. Thus, proper land use plan and management is needed to ensure that settlements are livable and sustainable URT, (1977). Tanzanians have no choice but strive to manage the environment and its natural resources in a way that enhances potentials for growth and opportunity for sustainable development of the present and future generations (URT, 1997).

According to Elisheva S (1998) community awareness is a process of rediscovering community's own powerlessness and potentials in the society. This is recognition by people who have just achieved a degree of control over their lives and their future that there are limitations to their new ability. Normally, they will tend to adhere to these limitations. Such limitations include abiding to what laws and by-laws have restricted like doing business in areas reserved for business purpose and not otherwise.

The term empowerment covers a vast landscape of meanings, interpretations, definitions and disciplines ranging from psychology and philosophy to the highly commercialized self-help industry and motivational sciences. Empowerment is then the process of obtaining these basic opportunities for marginalized people, either directly by those people, or through the help of non-marginalized others who share their own access to these opportunities. wikipedia.org/wiki/Empowerment accessed on 24.04.2013

3.2.6 Reasons for Petty Trading in Tanzania and Shinyanga Municipality as well

In Tanzania, entry into small business entrepreneurship is usually not seen as a problem. One can start small business at any time and in any place. Sayaka Ogawa (2006). The situation is also similar to Shinyanga Municipality. However, the development of this informal sector else where in the country including Shinyanga has been profoundly characterized by many phenomena including;-

Rural to urban migration resulting into overpopulating urban that outweighs available formal employment opportunities. Beginning the early 1990s, the influx of youth from rural areas into the urban and the economic, social and political impact they have had is unprecedented. The number of people living and working in the cities in the world is rapidly increasing. In Shinyanga Municipality the situation though not very serious as it is in cities, it is also happening especially in these recent years. Many people from rural areas of Shinyanga region and other regions like Kigoma have come to live in Municipality. The pull factors include the prospects for a better living, prospects for employment and self-employment, and availability and the perceived accessibility of better social services (Athumani J. L. et al 1998). These migrations are influenced by problems experienced at home; it is a combination of difficult economic conditions and poor returns from agriculture as well as lack of alternative means of surviving as caused by dryness. In order to survive in urban, the migrants relied on dependence and engage in petty trading as the only alternative available rather than out of choice. Athumani J. L. and Rugatiri D.K (1998)

Lack of technical expertise education that labour market demands has forced many youth in urban to engage themselves into petty trading as International Labour

Organisation report (1998) revealed. According to the report lack of education opportunities has force some youth to rely on hawking, petty trading and even selling their bodies. Their education status affects their access to formal employment. Due to their limited access to the formal employment, youth in urban have adopted survival strategy through the informal sector including food vending, vegetable selling, stone crushing, hawking, domestic work and even prostitution.

The economic liberalization of Tanzania since the mid - 1980s has brought a rapid influx of imports to Tanzania. These imports, including second-hand clothes, have opened new economic opportunities for the urban poor and vitalized the small-scale commercial sector allowing street traders and hawkers sell these imported goods. Sayaka Ogawa (2006).

Politicization effort encouraging people to engage in small and medium entrepreneurship which has led to the proliferation and mushrooming of small business most of which are in the form of petty trading in urban centres. It was also at the time when there was more emphasis on urban based development which put emphasis on the market economy, privatization and private investment.

3.3 Empirical Literature

Shinyanga Municipality whose population according to 2012 census is 161,391 has been in recent years receiving people from the rural areas of the Shinyanga region (URT 2013). According to Athumani J. L. and Rugatiri D.K, the number of people living and working in the cities in the world is rapidly increasing. In Shinyanga

Municipality the situation though not very serious as it is in cities, it is also happening especially in these recent years. Many people from rural areas of Shinyanga region and other regions like Kigoma have come to live in Municipality. The pull factors include the prospects for a better living, prospects for employment and self-employment, and availability and the perceived accessibility of better social services (Athumani J. L. et al 1998). Unlike what Maliyamkono and Bagachwa (1990) observed for Dar es Salaam youth migration that greatly involved only men, in Shinyanga Municipality both males and females migrate into the Municipality. These migrations are influenced by problems experienced at home; it is a combination of difficult economic conditions and poor returns from agriculture as well as lack of alternative means of surviving as caused by dryness.

In order to survive as Athumani J.L. and Rgatiri D.K put it, the migrants rely on dependence and engage in petty trading as the only alternative available rather than out of choice. The particular form of informal economy they are engaged in is conventionally referred to as petty trading (URT, 1991). They roam about the streets or stationed along road sides and other open spaces selling a variety of items ranging from second hand clothes to new manufactured household supplies. Their clients often are low-income urban and peri-urban residents, not wealthy institutions (Peter D.L, 1999). They may have perfected the distribution system, availing at any time, second hand clothes, foods, fruits, vegetables and different household supplies to customers wherever they may be, but, since they roam about the streets and display their goods along pavements, often blocking the streets (Athumani J. L. et al 1998). According to Athumani J. L. et al (1998) roaming around petty trading is done

because they wanted to do this in the first place because they have no other alternative. Given that most of them come from very poor backgrounds, this implied that while some considered petty trading as a way of wealth creation, others especially those found in Nguzonane area considered it as a way of poverty alleviation, and others considered it as a means of survival.

Some of these roaming around petty traders found within Shinyanga Municipality are the natives of the Municipality as revealed by Shinyanga Municipal Council profile (2012) the agriculture, livestock keeping and Small Scale industrial activities employ more than 80% of the total population of the Municipality. With little rain and low harvest many are forced to survive through other means including petty trading.

According to Rashid M. M and Wilhelm Leonard (2004), agricultural sector, as based on official data, provides employment to four-fifth of the total labour force in Tanzania, which is similar to Shinyanga Municipality status todate. However, as both United Republic of Tanzania and World Bank admit, the performance of agricultural sector has been sluggish in the past decade and virtually stagnant even today in most places of the country including Shinyanga region where dryness in recent years is severe. The levels of agricultural growth achieved during this period are too low to pull the majority of the rural poor out of abject poverty. Instead, they serve to perpetuate the existing pervasive poverty among the agricultural communities. The cumulative resultant outcome is that the sector is unattractive especially to young people, and when lack of other social services in rural areas, the

rural-urban migration increases and reluctance of people to migrate from urban to rural areas becomes high.

In Nguzonane area in Shinyanga, several attempts were made to evict these businessmen and women from conducting their business in restricted areas like roads and streets. The attempts were largely involving forces through council militia. Eviction operation that was done early 2012 resulted into fight between council militia and these businessmen. The fight was so fierce that called attention of police who intervened to rescue the situation. The use of force has proven to be not working as Onyango E, (2011) describes a similar situation in Dar es Salaam city. According to Onyango E, (2011) eviction operation of these businessmen and women which started five years ago steered by Dar es Salaam City Council with the aim of clearing the city centre streets produced unexpected result.

Contrary to the expectations of many people, the exercise done by city askaris by no means seemed to have failed as many petty traders who had been evicted from their original trading areas could now be seen back in full swing from where they had been allocated. One can see petty traders with their merchandise spread on the ground and others holding them while standing in narrow street pavements and along pedestrian walkways thus causing inconveniences to passersby as well as window shoppers. Onyango E, (2011) further reveals that apart from the area under the City Council jurisdiction, the three Municipal Councils of Ilala, Temeke and Kinondoni within the Dar es Salaam region also suffer from the same problem.

Participating in petty trading activities according to Michal Lyons and Alison Brown (2008) whether stationary or mobile but not on road side is by no means only a survival strategy. Petty trading is an avenue to a better life and affluence to some who started from very humble backgrounds. Many wholesale merchants and other large-scale traders have started as hawkers, yet now travel as far as China, Hong Kong, Japan, Dubai, and Italy on their own account. Petty trading is also used as a top-up strategy by people in formal employment, e.g. civil servants, typically using a loan guaranteed by their salary to invest in a business, generally operated by others, and sometimes providing a main source of income for the investor as well.

For many, a range of upward mobility strategies are possible. For example, a mother may live in poverty as petty trader, but succeed in educating her children. A young man may work as a vendor but may collect sufficient capital to become a more established trader, or use petty trading as a means of support while undertaking a vocational course, and a young man with no dependents, and who is not subject to such shocks as repeated evictions and confiscations, may own or rent his own shop within less than five years.

3.4. Policy Review

In Tanzania doing/conducting business along the roads, in open spaces and any other areas not reserved for business operation is not allowed. Country policy statement of the National Land Policy (1995) reveals this speaking of government ensuring that all sites that are set aside for public activities in urban areas are protected and strictly be used as intended only. The statement is contrary to what is happening in most country urban including Shinyanga Municipal Council where businessman and

women of Nguzonane (the study area) were scattered around the roads heading towards the market and other public spaces doing their businesses. Despite of the government of Tanzania to make various policies, laws and by-laws guiding and restricting the arbitrary use of lands such as National Land Policy (1995), National Human Settlement Policy (2000) and others, yet arbitrary use of land is going on in almost every where in the country as exemplified by Nguzonane area.

Country policies including by-laws have in one way or another spoken about this problem trying to provide directives and guidance on how to go about. As resulted out by irresponsible roaming around businessmen and women who actually according to their daily undertakings they produce many “unwanted left-overs” According to environmental policy of Tanzania URT, (1997) for sustainable development undertaking truly to be our common goal, it must engage the interest and actions not only of government experts but of all Tanzanians in all walks. That is environmental management must be everybody’s responsibility including the roaming around businessmen and women of Nguzonane market.

According to National Trade policy (2003), Tanzania has declared the bold goal of poverty eradication within the lifespan of one generation through various means including trading. Majority of businessmen and women of Shinyanga Municipality have alined to implementation of the goal through business operation. The objective of this Policy is to enable Tanzanians identify ways and means of navigating themselves through a viable and steady path towards economic growth for the realisation of the goal of poverty. Most of traders in Shinyanga have entered into

business to make a living for themselves and their families in view of fighting poverty. The challenge observed is that, the approach used by some few businessmen and women does not comply with the policy. Policy emphasizes on collective responsibilities including paying taxes and conducting business in proper business conduction areas. Policy stipulates that trade is not an end in itself but rather a means for achieving higher welfare of the society in all aspects agricultural, educational, healthy, water and other sectoral aspects. It is therefore important to have revenues gathered from trading sector serves as subsidies of other sectors. Thus an emphasis is made on tax paying spirit to our businessmen and women of Nguzonane market especially those who are roaming around the street/roads. Importantly, to leave the roads/streets and join the others who are doing their business within the markets places.

The National Human settlements Development policy of Tanzania (1997) reveals that majority responsibility of government institutions and non government institutions with regard to proper use of areas set aside for various public uses at this level is to assist local communities become aware of their own situations and support them to become responsible for their own destiny. This country policy continues revealing that environmental education and awareness raising programmes should be undertaken in order to promote informed opinion to Tanzanians. Shinyanga Municipality in particular needs much of this education and awareness raising programmes to achieve this universal target. In view of attaining both economic growth and environmental protection, the world through agenda 21, turned the declaration's principles into a comprehensive list of programs that the international

community should committed itself to implementing to achieve economic development and environmental protection in tandem and without conflict.

Businessmen and women of Nguzonane area are advised to assess their own performance with regard to their business undertakings against by laws and laws governing business undertakings in this region as Harish Shujan (1998) puts it 'businessmen and women need to analyze their performance out of the mistakes they commit' Currently Shinyanga Municipal Council has by law that prohibit selling of goods in areas not allowed for business operations including road sides, council master plan that highlights where business operation areas are located. It is unfortunate to most of these businessmen and women of Nguzonane area to have not accessed these important council documents. However their inaccessibility to the laws and by laws does not guarantee them committing such offence as ignorance of the law is not a defense (Sarkar C.S, 2005)

3.5 Literature Review Summary

Researcher finds from the literatures that roaming around businessmen and women is a problem of most developing countries like Tanzania. It is an economic driven activity caused by ones desire of earning income for ones livelihood. Human economic activities sometimes result into environmental destruction of different extent. Businessmen and women have occasionally dirtied the environment causing environmental pollution. They need to be organized and be responsible if at all there is no other ways out.

Fortunately, the government of Tanzania is committed to reduce these problems by setting guidelines to be followed; the policies including laws and by-laws. In Shinyanga Municipality for example laws and by-laws are available and already institutional. They need to be put into practice so that they serve the mass as required. In making sure that businessmen and women do not conduct their business in business restricted areas.

CHAPTER FOUR

4.0 PROJECT IMPLEMENTATION

4.1 Introduction

The chapter shows implementation of the agreed measures that are to be taken to eradicate the problem as was realized in previous chapters. The problem of businessmen and women being scatted on the roads and around the market and also, lower sales and therefore less or no profit for those inside the market. The chapter also shows some tools that are used as guide of proper project implementation such as the logical framework. Voluntary shifting of roaming around petty traders of Nguzonane into business reserved areas was the only project expected to bring about positive changes in this business community. This chapter therefore discusses more on the main activities carried out during implementation of this project.

4.2 Products and Outputs

There are several outputs expected from this project including uncongested roads/streets heading towards the market that will allow passability of both vehicles and people. Clean roads/streets and all around the market for sustainable environmental protection. Raised income of businessmen and women especially those inside the market who pay all the taxes. Finally, increased awareness of businessmen and women on proper use of areas reserved for business operation

4.3 Project Planning

The main objective of the project was to have businessmen and women of Nguzonane area who are doing their business in business restricted areas (roadsides/streets and around the market) to shift away into the market(s) within or

outside the ward by the end of June, 2012. To achieve this, the following implementable strategies and activities were addressed;-

1. Identification of the objectives to be achieved for the target groups
2. Outputs to be delivered by the project implementers
3. Activities to be undertaken by the project implementer
4. The risks entailed in the process of implementing the project
5. The indicators of success were drawn

i. Procedures

Before starting the project implementation, the following procedures were followed:-

1. Acquire the permit letter from the Municipal Director to allow me to undertake a project in his administrative area.
2. To recruit members who cooperated with the researcher in implementing the project.
3. Acquiring equipment and tools/materials to be used in implementing the project.
4. Operationalisation of the project.

4.3.1 Logical Framework

The logical framework was prepared and used during the implementation of the project at Nguzonane area to aid proper management of project implementation. The logical framework for the project showed the overall project goal, the project purpose, the outputs and expected activities.

Table 7: Logical Framework

	Summary	Objectively verifiable indicators	Sources & means of verification	Assumptions
Project Goal	Raised profits of businessmen & women of Nguzonane market.	Decreased number of roaming around petty traders on the roads and around the market from 42% of total businessmen & women of Nguzonane area to below 5% by June, 2013.	Regular visit/ observation of the area.	All the businessmen & women are sensitized and are aware of proper use of business reserved areas.
Project Purpose	Increased sales of goods among businessmen and women of Nguzonane market.	Percentage increase of sales in a day (from 58% to over 80% in a day by June, 2013)	-Regular visits on the area.- Customers' register book - Municipal Trade officer reports.	Roaming around petty traders on roads and around the market have all gone away.
Expected Outputs	-Raised income of businessmen & women inside the market. -Increased awareness on use of business reserved and restricted areas. -Uncongested roadsides/ streets heading towards Nguzonane market. -Clean roads/streets and all around the market.	-Increased purchasing power of businessmen & women of inside the market. -Number of businessmen & women who use properly business reserved and restricted areas. -Percentage decrease in number of businessmen & women on roadsides and streets heading towards Nguzonane market -Cleaned roads/streets and all around the market.	- Municipal Health officer reports. - Regular observations	Businessmen & women on roads and around the market have gone away.
Project Activities	-Sensitizing and awareness creation. -Cleaning the environment -Shifting away from business restricted areas	-Percentage decrease in number of businessmen & women in business restricted areas. -Clean environment (roads/streets heading towards Nguzonane market)	-Vijana Green Group report. - Municipal Health officer reports. - Regular observations	No objections to proposed activities.

Source: Researcher, (2013)

4.3.2 Project Budget

The project costed as much as it is shown in the table 9 below. Some of these expenses were met by the MCED students such as facilitation of seminars. On the other hand some inputs in the form of material resources and human labor were contributed voluntarily by the business community themselves including tools for cleanliness.

Table 8: Resource Requirements

No.	TYPE OF INPUTS	QUANTITIES	AMOUNT PER QUANTITY	TOTAL COST
1.	Refreshment (Ngoma group)	2	50,000	100,000
2.	Trainers	3 for 2 days	25,000	150,000
3.	Training manual	8	7,500	60,000
4.	Flip charts	3	12,000	36,000
5.	Masking tapes	7	500	3,500
6.	Marker pens	3 boxes	6,000	18,000
7.	Note books	5	1000	5,000
8.	Writing pens	1 box	25,000	25,000
9.	Transportation	1	30,000	30,000
10.	Report writing	1	120,000	120,000
	TOTAL			547,500

Source: Researcher, (2013)

4.3.3 Staffing Pattern

Project implementation was a participatory involving all the actors right from the beginning. Initially, the CBO, Vijana Green Group was the coordinator working closely with Municipal Council Officials, market leaders and a CED student in preparatory phase. The community had then selected a chairperson who is from the

business community and is the overall in charge of all the project activities. Below chairperson is a group of influential people in the business community formed into supervision committee. All the other businessmen and women are the active members of project implementation

4.4.1 Project Implementation Report

The concept idea of the project is to have businessmen and women in business restricted area shift voluntarily into the market(s). Monitoring of the project undertaking started right from the beginning of the project implementation. According to the team, progress of project implementation was as per planned activities.

4.4.1.1 Output 1. Increased Awareness on the Use of Business Reserved and Business Restricted Areas

Sensitization meeting was prepared for all businessmen and women of Nguzonane area. On the evening of the meeting, cultural ngoma group was used to draw attention to the targeted group. This was followed by prior announcements done for two consecutive previous days whereby over 75 percent of the targeted group attended. Project implementation started by Vijana Green Group conducting sensitization meeting to businessmen and women of Nguzonane area. Businessmen and women and some few residents of Nguzonane area were gathered for a meeting. The meeting aimed at educating them further on the importance of using the reserved business areas properly and absconding doing business in business restricted areas and the benefits one can acquired upon using these areas properly as required. The meeting was actively participatory whereby a lot of questions were asked by the

businessmen and women and answers were provided by the 2 officers from Vijana Green Group and ward community development officer who hosted the meeting. At the end of the meeting those who were not in proper business reserved areas were urged to shift into business reserved areas and leave the roads uncongested. Also they agreed to clean these roads so that as they leave roads should be clean.

4.4.1.2 Output 2. Uncongested Roadsides/ Streets Heading towards Nguzonane Market

Early April, 2013 voluntary shifting of these traders from business restricted areas started. Those who have tables within the Nguzonane market brought their goods and conducted their business inside the market. Also those who sell vegetables and fruits grown by themselves had managed to come at a place specially prepared for them at the entrance of the Nguzonane market where all the horticultural products including fresh fruits and vegetables from the field are sold. Some of the roaming around traders have shifted away from the business restricted areas of Nguzonane. As was directed during the sensitization meeting, they have gone to other markets including the Kambarage market where there is still enough space inside the market for other traders to trade. As days went on, the number of businessmen and women in business restricted areas decreased. Voluntary shifting is viewed to be successful because a dramatic decrease of the businessmen and women doing their business in business restricted areas was observed in a period of one month since the day project implementation started. These places include road sides and streets along Nguzonane market.

4.4.1.3 Output 3. Raised Income of Businessmen and Women Inside the Market

Voluntary shifting of roaming around petty traders drove the businessmen and women outside the market away creating a room for those inside the market to sell more of their products. Roaming around traders were like predators; they were grabbing almost all the customers as they have almost every thing that was found inside the market. Their absence has raised sales to businessmen and women of inside the market as there are no obstacles anymore blocking their potential customers from directly reaching them. With increased sales as noted during monitoring and evaluation, incomes of these people inside the market are raised too.

4.4.1.4 Output 4. Clean Roads/Streets and all Around the Market

Cleaning the road sides, streets and around the market was done though by very few volunteers from among businessmen and women of Nguzonane area. The whole process of cleaning these areas therefore was taken by the leaders of Nguzonane market. Leaders hired private companies to clean and collect unwanted dirty materials all around the market and on roads/streets heading towards Nguzonane market. Thus the streets, roads and areas surrounding the market are now clean.

Difficulties were encountered during cleaning of the road sides, streets and around the Nguzonane market whereby unexpected number of businessmen and women appeared. Very few businessmen and women appeared in that incident. However, the market leadership managed to solved the problem uninterruptedly by hiring private environmental cleaning companies.

4.4.2 Project Implementation Gantt chart

Table 9: Project Implementation Gantt chart

Activities	Dec 2012	Jan 2013	Feb 2013	March 2013	April 2013	May 2013	June 2013	July 2013
Preparatory phase								
Business community sensitization meetings conducted.								
Cleaning the roads & around the market								
Voluntary shifting away of businessmen and women from Nguzonane business restricted areas								
Monitoring and evaluation								

Source: Researcher, (2013)

CHAPTER FIVE

5.0 PARTICIPATORY MONITORING, EVALUATION AND SUSTAINABILITY

5.1 Introduction

This chapter explains how the community will participate in monitoring, evaluation and making sure that the project is sustainable. It therefore covers three sections; participatory monitoring, participatory evaluation and project sustainability. Having implemented the project, close follow up is needed to make it long lasting. That is roads heading towards the Nguzonane market and all around the market need to be clean with no businessmen and women roaming around forever.

5.2 Participatory Monitoring

Participatory Monitoring is a periodic but regular activity for ‘keeping track’ of what is happening in any project intervention involving everyone in the community (Ashok, A. et al 2005) or is the systematic recording and periodic analysis of information that has been chosen and recorded by insiders with the help of outsiders (McCracken et al 1998). In this way, changes over time can be recorded effectively and any unexpected or new circumstances can be taken into account and incorporated in further activities.

In voluntary shifting of roaming around petty traders of Nguzonane into business reserved areas, monitoring of the undertakings is done participatorily involving all the businessmen and women of Nguzonane area. All the planned activities as per project are done as planned.

5.2.1 Monitoring Information System

Monitoring is a continuous function that uses the systematic collection of data on specified indicators to provide management and the main stakeholders of an ongoing development intervention with indications of the extent of progress and achievement of objectives (Jody Z. K. et al 2004). In the business community economic empowerment and environmental protection project monitoring of the undertakings is done whereby categories of information with regard to work plan activities, cost and expenditures of input materials, staff and supervisors, commodities and result were used in monitoring the progress of the project. These monitoring informations were worked on daily, weekly and monthly bases. The records show how each of the categories have progressed so far as illustrated by table 10.

5.2.2 Participatory Monitoring Methods used to Engage Community in the Monitoring of the Project

Participatory monitoring emphasizes the involvement of the community and other stakeholders directly in the monitoring of the project activities. Effective participatory monitoring involves the community not only in the monitoring and evaluation process, but in the design of the participatory monitoring system to be followed. In this way, the outcomes to be measured are expected to have a better chance of reflecting the real needs of the community.

Participatory Rural Appraisal through Conversational Interviewing

Principally, Participatory Rural Appraisal (PRA) emphasizes on local people's partnership in data collection and analysis involving outsiders and insiders both men and women of mixed disciplines. Normally the team spends time in the communities

not only in information-gathering but also in ‘in-the-field’ analysis. PRA offers a “basket” of techniques from which those most appropriate for the project context can be selected (McCracken J.R et al, 1998).

Table 10: Information for Monitoring Project

Categorie s of informati on	What to Monito r	What Record to Keep	Who Collects Data	Who Uses Data	How to use Informat ion	What Decisions can be made
1. Work plan activities	Timing of activitie s	Weekly, Monthly and quarterly work plan	Project managem ent team CED student	Project managem ent team, CED student & Shinyanga Municipal Council	Ensure smooth flow (continuit y) of the activities of the project.	Reallocating resources where necessary
2. Cost and Expenditu re	Expendi tures against allocate d budget as per plan	Ledger of expenditur es Receipts	Project managem ent team CED student	Project managem ent team, CED student & Shinyanga Municipal Council	Ensure availabili ty of resources	Determine needs for other funding sources
3. Staffs and superviso rs	Knowle dge Educati on level Job perform ance	Curriculu m vitae Performan ce appraisal	CED student	Project managem ent team, CED student & Shinyanga Municipal Council	Motivati on to the Project managem ent team	Training Promotion Disciplinary action
4. Commodi ties	The use of stetionarie s, transport s	Receipts, tickets, Invoices/bi lls Field report	Project managem ent team CED student Drivers	Project managem ent team	Ensure proper use of stationerie s and other resources	Inventory timing (When to order)
5. Result	Traders shifted out of roads/st	Field work report	Project managem ent team CED	Project managem ent team, CED	Ensure objective s are met	Revise strategy to implement

Categories of information	What to Monitor	What Record to Keep	Who Collects Data	Who Uses Data	How to use Information	What Decisions can be made
	rets & around the market		student Shinyanga Municipal Council	student & Shinyanga Municipal Council		the project Revise objectives of the project

Source: Researcher, (2013)

In this project, the PRA technique used was Conversational Interviewing which makes use of a flexible interview guide to help ensure that the interviews stay focused on the relevant issues, while remaining conversational enough to allow participants to introduce and discuss issues that they consider relevant. The interview guide is always prepared with input from project management team. In this project, business community of Nguzonane area has used information system shown in table 12. The conversational interviewing is on how the physical progress matches with the planned activities and planned budget as per action plan.

5.3 Participatory Evaluation

Is all about assessment of what changes have been introduced by the project. Participatory evaluation normally uses beneficiaries' own word describing the improvement gained though the execution of the particular project. In evaluating the project, concern of the team is on weather the objectives have produced the expected outputs or not and that what is going well and what is not going so well. Local people who are the source of information are also the active participants in the participatory evaluation. Strong emphasis is placed on building the capacity and commitment of all key stakeholders to reflect, analyze, and take responsibility for implementing any changes they recommend.

5.2.3. Participatory Monitoring Plan.

Table 11: Monitoring Plan in the Project

Objectives	Activities	Indicators	Source of data	Means of verification	Responsible person	Time frame
Sensitization and awareness creation on proper use of markets, roads and other open spaces.	Conduct sensitization meetings with business community.	Number of traders who use market place properly	Market leaders	Field visits report	Nguzonane Business community	Late March to early April, 2013.
Voluntary shifting of the roaming around petty traders of Nguzonane area to business reserved areas (markets)	Conduct sensitization meetings with business community.	Number of meetings conducted.	Market leader's report	Attendance registers on.	VGG project coordinator	Late March to early April, 2013.
		Number of participants attended the meeting.	WEO/Secretary	Minutes of meetings	WEO/Secretary	April, 2013.
	Shifting out / moving away from areas not reserved for business operation.	Number of traders in areas not reserved for business operation.	Management team	Field visits report	Nguzonane Business community	April, 2013.

Source: Researcher, (2013)

5.3.1 Performance Indicators

Participatory monitoring and evaluation starts right from the initial stages of project implementation. In this way therefore, project design affects the ease or difficulty

with which monitoring and evaluation will be implemented during and after the project implementation. A strong project design will definitely result in an easier follow up during implementation and even after implementation of the project. The design was in such a way that monitoring and evaluation are done easily. Performance indicators identified include having roads/streets heading towards Nguzonane market and all around the market left without any businessmen and women roaming around and remain clean by June, 2013.

Table 12: Performance Indicators

Objectives	Performance Indicators
Sensitization and awareness creation on proper use of reserved business areas, roads and other open spaces.	Number of traders who use market place properly
Voluntary shifting of the roaming around petty traders of Nguzonane area into business reserved areas (markets)	Raised incomes of businessmen and women of Nguzonane market i.e those inside the market.
	Decreased number of traders in areas not reserved for business operation i.e outside the market & on roads/streets
	Clean environment (roads/streets & all around the market)
	Uncongested roads/streets heading towards the market

Source: Research Findings, (2013)

5.3.2 Participatory Evaluation Methods

In a voluntary shifting of roaming around petty traders of Nguzonane into business reserved areas, evaluation of the project undertakings is done participatorily involving all the businessmen and women of Nguzonane area in a representative way. Goals and objectives of the project are assessed as weather they are reached or not. The methods used include beneficiary assessment involving conversational

interview and focus group discussion guided by the project objectives and scenario analysis.

5.3.3 Project Evaluation Summary

Table 13: Project Evaluation Summary

Objectives	Performance Indicators	Expected Outcome	Actual Outcome
Sensitization and awareness creation on proper use of areas reserved for business operation, roads and other open spaces.	Number of traders who use market place properly	100% of traders shift into proper market places.	60% have shifted into proper market places.
Voluntary shifting of the roaming around petty traders of Nguzonane area into business reserved areas (markets)	Raised incomes of businessmen and women of Nguzonane market i.e those inside the market.	Raised incomes of businessmen and women of Nguzonane market from 58% to over 80%	Incomes raised to 75%
	Decreased number of traders in areas not reserved for business operation i.e outside the market & on roads/streets	Decreased number of traders by 100% (i.e no any traders in areas not reserved for business operation)	Number of traders decreased by 60%
	Clean environment (roads/streets & all around the market)	100% Clean environment (roads/streets & all around the market)	80% clean environment
	Uncongested roads/streets heading towards the market	80% clear roads/streets	50% clear roads/streets

Source: From field research, 2012

5.4 Project Sustainability

Normally projects suffer abandonment and low maintenance. For projects to be sustainable, the communities must be carried along during conception and implementation of the project. If the community takes the commitment seriously and puts it into practice with sound concepts, focused dedication and careful monitoring, projects are likely to be sustainable. However there must be a government support either in cash or in kind. Community leaders also must accept and take their role in making sure that projects are sustainable since sustainability requires an investment of time, resources and commitments. In voluntary shifting away of businessmen and women from business restricted areas, sustainability strategies employed include;-

5.4.1 Successful use of Bottom-up Planning Approach and Participatory Approach

Successful use of bottom-up planning approach to determine priorities that accurately reflect community needs in project design. The project resulted from Nguzonane business community themselves and there was no outside or above influence in its upraising. It is therefore peoples' own wishes that were made true as per their expectation. Such a designs has a promising sustainability output which in turn promotes a greater sense of ownership.

Successful use of participatory approaches in determining needs and prioritizing them, in monitoring and evaluation of the project implementation. Nguzonane business community needs were gathered and prioritized in a participatory manner. The whole of business community was involved in monitoring and evaluation

through ways such as PRA. Effective participation offered business community significant local contributions of labour and materials which add to project ownership.

5.4.2 Involvement of the Government

The use of existing formal structures such as Municipal Council authority, wards and market leaders in implementing the project will also add to project sustainability since the implementation of the project is under the formal management structures that have always worked hard to ensure the lives of the residents of Shinyanga Municipality are improved and sustained. For example, Shinyanga Municipal Council whose ambition is to have proper land use within the municipality has worked very hard to drive the traders out of business restricted areas but failed to. Their involvement therefore guarantees sustainability of the project as they will work hard to make sure that these traders are not anymore using roads, streets and other open spaces for business operation by increasing visits and taking immediate actions whenever some few traders invade these areas.

5.4.3 Conducive Political Environment

Conducive political environment created. Reasons of failure of early attempts were political antagonism between two great parties in Nguzonane area. CHADEMA investing on the youth found it difficult to let the roaming around traders move out of these open spaces while CCM supported the move. Designing and implementation of this project handled the situation with great care since both councilors of Kambarage ward were involved (one being of special seat – CCM while the other is CHADEMA elected). The involvement and readiness of these councilors provided a

positive reception of the project to both followers of these great parties within the ward.

5.4.4 Behavioral Change through Awareness Creation and Sensitization

Behavioral change through education given out by Vijana Green Group. Behavior is a backbone of sustainability of any project. It is from the good behavior you can get good leaders, good managers and good businessmen and women. In this project, the roaming around businessmen and women who attended awareness creation and sensitization meeting agreed on their own to change their ways of doing their business after having vividly seen the importance of doing business in business reserved areas. It is therefore expected that the education given to these traders has changed their understanding and behavior and therefore will no more commit mistakes of using business restricted areas for business purposes just as happen at the on set of the project.

5.4.5 Effective use of Laws and by Laws of the Council

Effective use of laws and by laws of the council as was promised to be taken care of by the council through both Kambarage councilors. It was clear during the upraising of the project that, laws and by-laws guiding the use of land within municipality are there. But the challenge was that they are not enforced or were enforced unsatisfactorily creating a loop hole for others to operate business in business restricted areas. Economic driven demand of some youth resulted into breaking these laws and by-laws by using roads, streets and even other open spaces for business operation. As a team of project implementers, councilors have taken the agenda and have promised to make sure that the rule of law is enforced within the Municipality.

CHAPTER SIX

6.0 CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter contains conclusion and recommendation over the issues discussed in this full report. This means all the important points discussed right from the first chapter in summary including CNA and its findings, literature review, participatory assessment, the project implementation report, participatory monitoring, evaluation and project sustainability.

6.2 Conclusion

The voluntary shifting of roaming around petty traders of Nguzonane into business reserved areas was brought about by the needs assessment that was carried out in Nguzonane area involving all the businessmen and women of the Nguzonane.

Businessmen and women of Nguzonane market who are in proper business reserved area are affected by poor sales in their daily business undertakings causing to them no or less profit despite large potential customers residing within the ward. Since they are in business reserved area, they are also obliged to pay all the required taxes.

On the other hand, overpopulated traders who are doing their business outside the market and on the roads/streets heading towards the Nguzonane market have been acting as predators of this large potential customers residing within the ward and from nearby wards. These traders are not even paying taxes because they are not in the market.

The CNA findings revealed that businessmen and women of Nguzonane market are aware of their obstacles to making profitable business. They have come up with a strategy to those who have no place inside the market and are doing their business on the roads/streets or around/outside the market to shift themselves out of these areas into other business reserved areas elsewhere within the ward.

The main objective of the project which is voluntary shifting of roaming around petty traders of Nguzonane into business reserved areas through sensitization and awareness creation on proper use of areas reserved for business operation was achieved through Vijana Green Group; a CBO whose role was to provide education on environmental protection and small scale business undertakings.

Project implementation started by Vijana Green Group conducting sensitization meeting on the importance of using the reserved business areas properly and the benefits one can acquire upon using these areas properly as required. The meeting was actively participatory. Many questions were asked and answered. At the end of the meeting, those who were not in proper business areas were urged to shift out into other business areas and leave the roads uncongested. Also they agreed to clean these roads so that as they leave roads should be clean. After the meeting, cleanliness began involving all the businessmen and women. Thereafter, cleanliness was controlled by the market leaders through paying and monitoring waste and dirty collectors.

Participation of the community in project monitoring and evaluation was highly entertained to make the project sustainable. Information with regard to work plan

activities, cost and expenditures of input materials were used in monitoring the progress of the project. These informations were worked on daily, weekly and monthly bases. In participatory monitoring, PRA technique used was conversational interviewing which allows participants to introduce and discuss issues that they consider relevant as per plan. On the other hand, methods used participatory evaluation included beneficiary assessment involving conversational interview and focus group discussion guided by the project objectives and scenario analysis.

Strategies of ensuring sustainability of the project started from the initial stages of project planning and designing. The project resulted from business community's initiatives themselves, it is predicted therefore that the management team will be able to sustain its progress. Since a sense of ownership of the project to business community of Nguzonane area is vivid. Shinyanga Municipal Council authority and the Kambarage ward officials are also involved. Political environment is conducive since both councilors of Kambarage ward are involved. The involvement of these councilors provides a positive reception of the project to both followers of these great parties within the ward. By-laws have been put in place and are actively being followed to make sure that the project goals are realized over a longer period of time. This includes having no any businessmen or women doing business along the roads heading towards Nguzonane market and other markets as well.

6.3 Recommendations

Empowering businessmen and women of Nguzonane area and of course even other businessmen and women from other areas of Shinyanga Municipality, with the

knowledge of proper use of business reserved areas and benefits of doing business in business reserved areas is very important, not only to the population of Shinyanga but also to other regions of the country. This is because in many places of Tanzanian regions businesses are done in areas not reserved for business operation. The situation is worse in municipalities and cities such as Dar es Salaam. It is therefore recommended to have more projects of similar nature in other towns within municipalities or cities so as to manage the ever growing and economic driven demands of countrymen and women to get involved in using areas not reserved for business operation for their business undertaking.

On the other hand, researcher is recommending that similar approach to be used by others who will attempt to do similar projects in other areas. That is community participation approach. This is very important as it allows the communities decide what they want to do for their own good in order to fulfill their needs. The community must be fully involved in the design of the project and in its implementation so that a sense of ownership is built among them. This will ensure positive implementation attitude and sustainability of any project undertaken.

Lastly, it is recommended to the policy markers and enforcers such as District/Municipal Council Authorities and Township Authorities to adhere to the laws and by-laws available so that things such as doing business in prohibited areas should not be done. Many township and councils do have by-laws that prohibit some practices within their locality but unfortunately they are not put into practice until situations are worse or cumbersome to resolve. Policy makers such as councilors are

supposed to make sure that what they have introduced in the society as law or by-law is followed for the betterment of the whole community.

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APPENDICES**Appendix i: CNA Questionnaire Forms Administered For Businessmen and Women of Nguzonane**

1. How old are you?
 - 1) Year 18-34
 - 2) Year 35-45
 - 3) Year 45-55
 - 4) Year 55-65
2. Which is your level of education?
 - 1) No formal Education
 - 2) Primary education
 - 3) Secondary education
 - 4) Tertiary education
3. Which is your employment status with regard to this research?
 - 1) Businessmen or women
 - 2) Customer
 - 3) None of the above
4. What are the areas reserved for business operation?
 - 1) Inside the markets only
 - 2) Inside and outside the markets
 - 3) In the streets
 - 4) Both inside the markets and on the streets
5. Do you know reserved business areas within Kambarage ward?
 - 1) Yes

2) No,

If yes mention at least three of them.

1. _____
2. _____
3. _____

6. Where do you operate your business (buying or selling goods)?
 - 1) In areas reserved for business operation
 - 2) In areas NOT reserved for business operation
 - 3) In both 1 & 2 above.
7. What causes low sales of goods that eventually causes less or no profit among businessmen and women of Nguzonane market.
 - 1) Businessmen and women of Nguzonane market have no business skills to attract customers.
 - 2) Nguzonane market place is surrounded by many traders outside the market and on all roads and streets that are heading towards the market these act as predators of the large potential customers found in the ward.
 - 3) Presence of other markets in the ward tend to shift some nearby customers away from Nguzonane market to those markets.
8. What needs to be done in order to increase sales among businessmen and women of Nguzonane market.

Appendix ii: Check List for Focus Group Discussion

1. What are your source of income?
2. What is the meaning of 'areas reserved for business operation'?
3. Do you know reserved business areas within Kambarage ward? Mention them.
4. Where do you normally sell/buy goods/produce?
5. What causes low sales of goods that eventually causes less or no profit among businessmen and women of Nguzonane market?
6. What needs to be done in order to increase sales among businessmen and women of Nguzonane market?