



**Organization Name  
Ladies Joint Forum**

**Registration Number  
00NGO/R/082 Report Name  
Annual Report**

**Year 2020  
From 01 January to 31 December**

Page

## **INTRODUCTION**

The year 2020 was a year filled with gratitude for the commitment of our programs and projects team, funders, and donors. The support received was instrumental in pushing our organization forward towards our mission to advocate for women and girls' rights and champion gender equality and empowerment in local communities in Tanzania.

## **ACTIVITY NUMBER ONE**

Activity Name: She is Hero Project - Phase II: Women's Courage to Fight COVID-19

Sector: Empowerment of Communities

Subsector: Educational Empowerment

Report Name: Annual Report Year 2021

Amount Spent: 10,654,700 TZS

Grantor/Funder: Diakonie Hamburg – Germany

### **PROJECT ACTIVITY IMPLEMENTATION:**

Before starting the campaign about women's courage to fight COVID-19, preliminary planning and sensitization were conducted with the Vingunguti chairperson and health officer. Fifteen women from each street in Vingunguti were chosen as champions to emphasize and mobilize other women in their street to take the COVID-19 vaccination.

On the day of the campaign, Ms. Francisca Mboya introduced the COVID-19 campaign (WCTFC-19), targeting the provision of accurate information and raising awareness about COVID-19 and the importance of vaccination. Various activities were conducted during the campaign, including roadshow campaigns, capacity building, traditional dance, and music, which significantly contributed to behavioral change and awareness regarding COVID-19 vaccination.

### **ACHIEVEMENTS OF THE CAMPAIGN:**

Awareness created among women who set up at least 20 handwashing stations in the areas they work.

Over 70 people, including both men and women, were vaccinated during the campaign. The campaign contributed to behavioral change in the community, improving prevention measures against COVID-19 and handling income generation activities.

### **CHALLENGES:**

1. Lack of resources for the establishment of the campaign.
2. Limited information on the COVID-19 vaccine posed challenges in implementing planned activities.
3. Delayed introduction of the COVID-19 vaccine into the country, with vaccination only commencing in July 2021.
4. Unwillingness of some to receive external COVID-19 vaccines due to uncertainties about their effectiveness.
5. Conclusion and Way Forward:
6. The campaign was closed by Executive Director Ms. Francisca Mboya, who emphasized the importance of continued measures such as wearing masks, washing hands frequently, and staying at home while participating in daily activities.

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## **ACTIVITY NUMBER 02**

Upcoming Female Photographers Workshop

Sector: Empowerment of Communities

Subsector: Educational Empowerment

Report Name: Annual Report Year 2020

Amount Spent: 10,805,620 TZS

Grantor/Funder: GRANTS

Upcoming Female Photographers Workshop aims to enable girls from marginalized communities with a passion for photography to explore their talents and learn technical and creative aspects of photography. The workshop successfully provided basic training on photography, life skills, career development, entrepreneurship skills, and business management. Participants had the opportunity to meet professionals, public figures, and investors from the photography industry, enhancing their knowledge and building confidence in self-employment within the field.

### **ACHIEVEMENTS OF OUR GOALS:**

Over 150 applicants from different parts of Tanzania showed interest in the workshop. Thirty-one upcoming female photographers from various regions participated in the workshop, with one participant receiving support from the village doctor for transportation and accommodation.

The workshop provided both theoretical and fieldwork training, including interactions with media companies, photographers, models, and celebrities.

Participants received insights into addressing socio-economic challenges through photography. Things That Worked Well During the Workshop:

Presentations by experts on various photography-related themes were well received and understood.

Field visits and interactions with industry professionals provided valuable learning experiences.

Interactive dialogues with investors and experienced individuals created networking opportunities and potential internships for the participants.

Reactions to the Workshop:

The project received positive feedback from various stakeholders, acknowledging its importance in challenging the male-dominated photography industry in Tanzania.

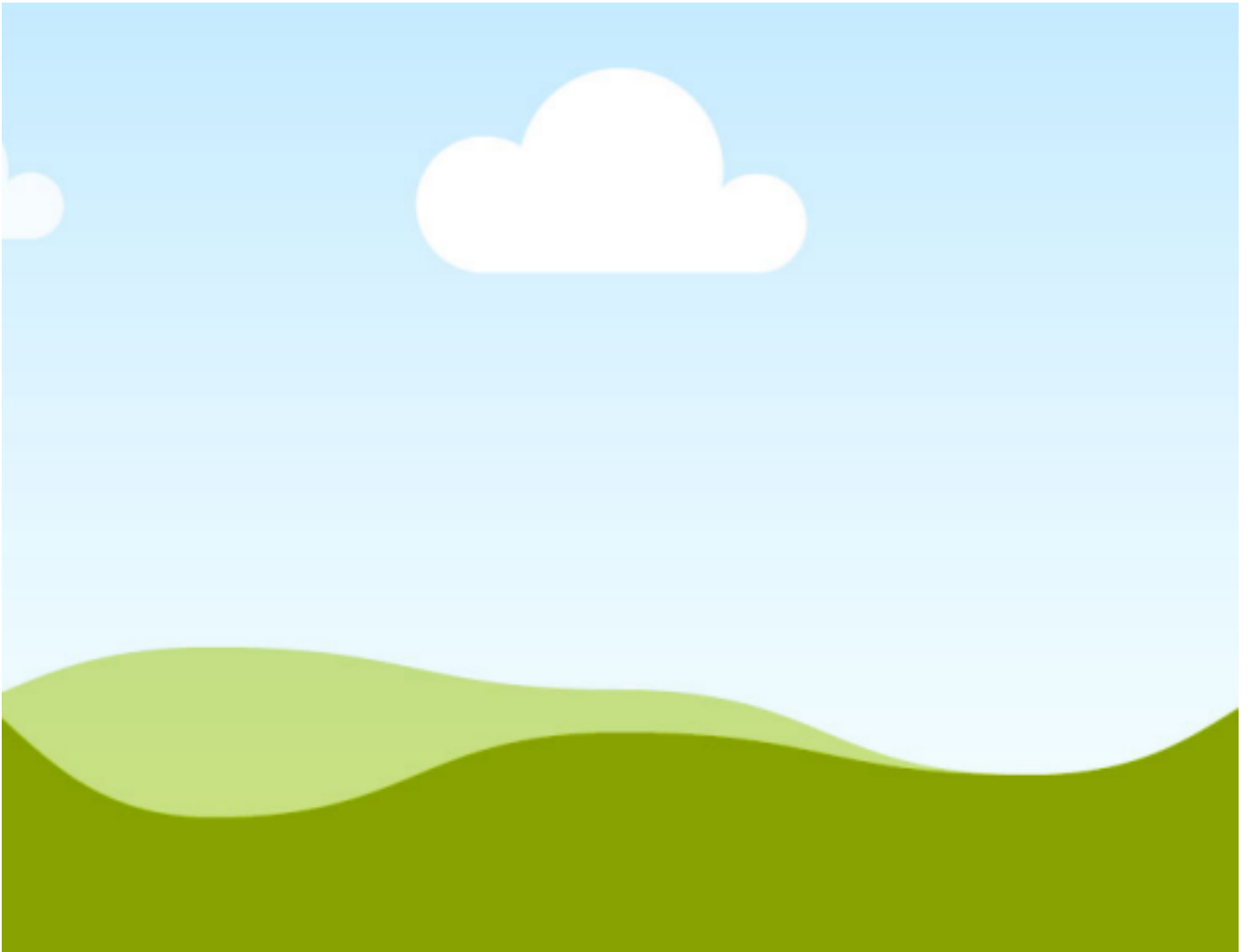
### **Obstacles Encountered:**

1. Inadequate photography equipment for hands-on training.
2. Limited duration of the workshop (5 days) to cover the wide scope of photography.
3. Recommendations to Overcome Challenges:
  4. Extend the duration of the workshop to allow for comprehensive training.
  5. Ensure sufficient photography equipment for practical learning.
  6. Implement the workshop more frequently to reach aspiring photographers in different regions, including rural areas.

# SHE IS A HERO PROJECT

building resilience against covid 19.

beneficiaries: women and Girls who are small vendors at vingunguti ward, Ilala dar es salaam



PREPARED BY  
FRANCISCA DAMIAN MBOYA- LADIES JOINT FORUM (NGO)

About ladies joint forum



## BRIEFLY ABOUT OUR ORGANIZATION

Ladies Joint Forum is a non-government organization that has been initiated in 2016 with intention of bringing positive change to women and girls from local communities in Tanzania. It was later registered under Tanzanian Rules and regulations in July 2019. The main focus is to empower women and girls to ensure their right to education, professional growth, realizing their potentials and utilize them to gain their economic independence . LJF is also doing capacity building to women and girls to speak and act against all forms of gender based violence from communities capacity. Currently the organization is Implementing **“She is Hero Project”** at Vingunguti, DSM

# ABOUT SHE IS HERO

## PROJECT

BRIEFLY ABOUT She is Hero Project June

October 2020)

The project aimed at educating and help communities to adopt to social economic changes Due to corona virus through its campaign dubbed She is Hero "She stops spread of corona

Virus, speak problems and adopt economic changes"

This project was specific to those who live in densely populated areas, i.e. informal settlements. main beneficiaries who are supported are women and girls' living in the Vingunguti ward of the Ilala municipality , Dar es salaam.

done. evaluation will take place and report will be shared.

This project has supported women through their small groups by invigorating their small businesses through empowering them to adopt changes for example training them on selling products at online platforms.

Ladies Joint Forum has identified women and girls in the community who are our heroes and are communicating all problems facing women as result of COVID-19 in their community.

The Project is been implemented by Ladies joint forum in collaboration with Diakonie, ,PO-RALG, The Ilala Municipal Council and funded by City of Humburg.

## Could you reach the goals you wanted to achieve?

**yes , she is a hero goals which were archived are as follows:-**

Ø Strengthen small business owned by women which were impacted by COVID 19 PANDEMIC.

Ø Training on value addition and digital marketing opportunities .

Ø Training in production and education on entrepreneurial activities, financial management and savings.

Ø Women voices were raised to awareness campaign on impacts of gender based violence as results of period of COVID 19 to media and social media

Ø Monitoring of project was done

## MAIN AND SUB ACTIVITIES IMPLEMENTED

### **1. Mobilize**

**and Empower women who are doing small businesses on Tailoring for (masks and reusable pads), food, liquid soap/sanitizers.and containers for hand-washing. SUB - ACTIVITIES**

**I.)** Follow up of the permits to implement COVID 19 project from President office regional administration and local government ( PO-LRALG) In DODOMA where we had to submit letters about project and did presentation on what would be communicated to the community. we succeeded and were given permit to continue.

**II)** follow up of letters from both community development office at regional level , district level and ward office level.

**III)** organizing volunteers team to assist on implementation of the project to ensure that we worked on time, we had three main team of volunteers from accounts, communications and projects assistants all are youth graduates.

## What worked especially

well

We worked together with local government officials , women groups leaders and community health volunteers , to create awareness of COVID 19, and gender based violence and access to safe menstrual hygiene management education and information.

We had online campaign through social media and news coverage to one of local television channel. (clouds tv).

We implemented all planned activities.

We have sustainable groups of women working together in business who are easily being supported by education and more capacity building. In tailoring and other small business.

We have database of volunteers and people we work with in our team from the office and at the community.

**iv).** stakeholders meeting , this is the meeting that involve all ward and sub leaders as well as government officers from regional and district

level. to create awareness on the project and assistance to identification of beneficiaries.

**v).**Community health workers training on COVID 19 and awareness of the project.

**vi).**Identification and registration of women to their groups

## **2.Practical training**

### **on value addition and Online marketing of the products with the COVID 19.**

#### **SUB - ACTIVITIES**

**I)** trainings on hand-wash and multipurpose soap making production, tailoring of reusable pads.

**II)**Training on entrepreneurship skills , digital marketing and financial literate

### **3. Awareness creation campaign on COVID 19 prevention and address specific issues that impact Women and girls during this period of COVID19 Such as Gender Based Violence and unsafe menstrual hygiene.**

**I)**Campaign of gender based violence 4. Monitoring of project and report writing .



more archivements





Beneficiaries were impressed by the MAIN OBJECTIVES of the project.

The teams were able to win trust from the beneficiaries, who shared most of their daily social problems with team members.

Economic constraints was the main problem facing beneficiaries as a Result of Covid-19. therefore this projecct was relevant.

Ladies joint team in collaboration with Community Health

workers in sub wards were able to communicate the risks and dangers of Covid-19 and prevention ways.

# How did the population of Dar es Salaam benefit

# from your project and the measures you took?



∅

A large number of people received this project with open arms after they were told exactly what the project was about. Unfortunately the number of people who were interested and wanted to take part exceeded the set number which was a hundred. Hence other people had to be dismissed. This was disappointing news to the community, but otherwise this was relevant project to them.

many community members and local government leaders reacted on number of beneficiaries being very limited compared to women and girls in need.

PROJECT WERE RELEVANT TO THE NEEDS OF THEIR COMMUNITY AND GOOD. ONLY CHALLENGE WERE LIMITED IMPLEMENTED PERIOD OF TIME ALSO VERY LIMITED NUMBER OF PEOPLE BEING PART OF THE PROJECT.

REQUEST WERE TO EXPAND AND BENEFIT MORE WOMEN AND GIRLS FROM VINGUNGUTI WARD

# How did people react?



Apart from being a project that empower women doing small business, but the project went to identify more, by involving women with disabilities and victims of Gender Based Violence from their community. that brought hope to women and people from community.

apart from the communication of COVID 19 being so diverse but the she is hero project and campaign was well recieved and women were happy to be part of it. on other side, leaders from community and government received the project and their desire was that the project would have more time and impact more women from

Vingunguti ward.

PE O PLE F O UND H O PE FR OM  
THIS PR O JECT, THEY WERE HAPPY  
T O BE PART O F THE CAMPAIGN  
AND SHE IS HER O PR O JECT. THEY  
WERE AL L HAPPY T O BE INV O  
LVED.

What was the most touching experience for you, during the project? Please tell us the story

This project were accepted



by all government

authorities from central to local government,

also ,when we went to the women and girls to the community they found it as a very good campaign not only for covid 19 awareness but a platform to speak on all social economic issues that faced them during the pandemic. and they were linked to social welfare help from ward level.

Also the results of the project were found immediately after trainings practices started immediately. especially on soap making business. but for tailoring and sale of reusable pads is still on progress and it will be sustainable.

this project brought hope to the beneficiaries to continue with their income generation activities even after impacts of COVID 19.

"DURING THIS PR O JECT THERE ARE S O MANY T O UCHING ST O RIES AND GREAT EXPERIENCE O N WOMEN AND GIRLS EMP OWERMENT PR O JECTS. THIS PR O JECT WERE PLATF O RM T O EMP OWER WOMEN V O ICES AND L INKED VICTIM O F DISCRIMINATI O N AND ABUSE DURING THIS PERI O D O F C O VID 19 T O HELPING AUTH O RITIES AT WARD LEVEL . RE-UNITE WOMEN T O WO RK T O GETHER T O THE GR O UPS AND STRENGTHEN THEIR SMAL L BUSINESS AND THEIR EC O N OMIES.

What was the most touching experience for you, during the project? Please tell us the story

TRAININGS OF PRODUCTION OF HAND WASH AND MALT PURPOSE SOAPS WERE IMMEDIATELY PRACTICE AFTER SUPPORT OF 50% OF PRODUCTION COSTS SO THEY SELL AT REASONABLE PRICES TO ALL COMMUNITIES TO AFFORD BUYING THEIR PRODUCTS.  
REUSABLE PANDS TAILORING IS ALSO SUSTAINABLY PROCEEDING.

Which obstacles did you  
encounter during your  
project?

write which was difficult to ensure they participate full and understand.

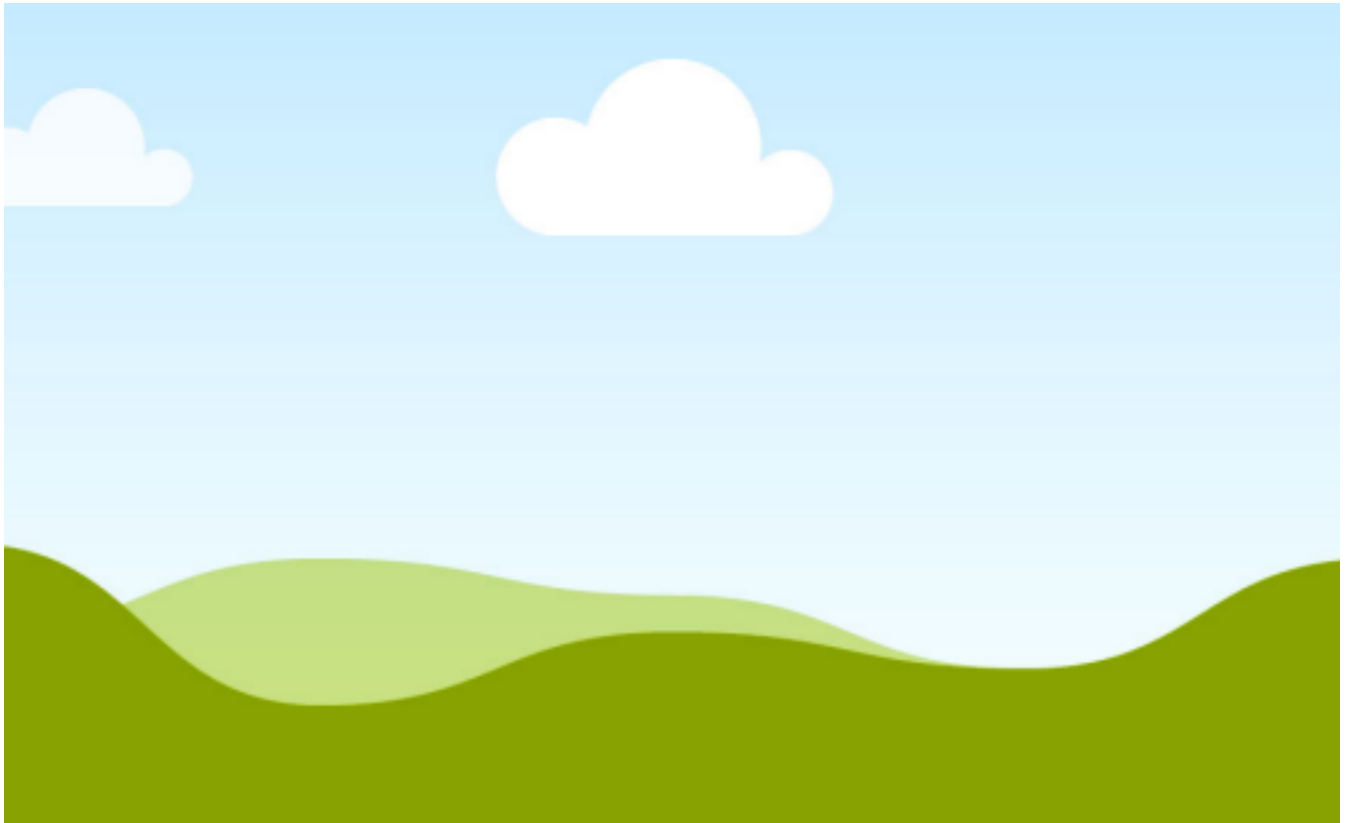
Most of them cannot afford telecoms devices to simplify communication, and those having such devices, have no knowledge on social media usage. almost all women do not have knowledge on business management with very poor saving skills

many businesses were totally collapsed that makes the 50% support became start up and not boost up capital.

"BIGGEST OBSTACLES WAS CONTRADICTORY POLITICAL VIEW OF COVID 19 IN TANZANIA VERSUS HEALTH AND MEDICAL GUIDELINES. ESPECIALLY ON ISSUE OF WEARING RESPIRATORY MASKS. GROUPS WERE DIVIDED HALF. THOSE WHO FOLLOW GUIDELINES AND OTHERS WHO BELIEVED WEARING MASKS WERE TO SCARE PEOPLE ABOUT COVID 19 AND NOT PREVENTION.

Some of the beneficiaries do not know to read and

Which obstacles did you encounter during your project?



Some few men harassed some of the team members as to why these kind of projects are designed for women only.

Most of the women encountered were single-mothers. Most of them reported having much burden taking care of the kids and managing their small businesses.

## What did you do to overcome them?



WE HAVE DECIDE THAT WE CONTINUE WORKING WITH THE WOMEN GROUPS THOUGH COMMUNITY HEALTH WORKERS S AND ALL HEALTH AND MEDICAL INSTRUCTIONS ARE PROVIDED BY THEM THOUGH GOVERNMENT GUIDELINES WE HAVE DECIDED TO LEAVE

FLEXIBILITY ON WEARING RESPIRATORY MASKS BUT TO MAKE HANDS HYGIENE MANDATORY BEFORE ALL ACTIVITIES WE SHALL WORK WITH WOMEN TO THEIR SMALL GROUPS IN SUB WARDS WHEN PROVIDING TRAININGS



CREATING AWARENESS ON WHY PROJECT IS FOR WOMEN TO MEN WHO WERE ABOUT TO BE RESISTANCE.

WE HAVE PLANNED FOR MORE SMALL GROUPS MEETINGS TO SUB WARDS , AND PLANNED FOR TRAINING ON BUSINESS MANAGEMENT AND SAVINGS BEFORE WE PR

OVIDE THEM WITH BOOSTING FUND TO CONTINUE WITH THEIR BUSINESS.

WE CONTINUE FUNDRAISING FOR THESE GROUPS AND MOBILIZE MORE WOMEN TO BENEFIT WITH OTHER PROJECTS FROM LADIES JOINT FORUM AND PARTNERS.

VENUE:

NAFASI ARTS SPACE, DAR ES SALAAM, TANZANIA DATE:

FROM 03RD TO 07TH AUGUST, 2020

APPROVED BY

FEMALE PHOTOGRAPHERS PROGRAM -  
TEAM

FACILITATORS:

IMANI NSAMI LA FRANCISCA DAMIAN

The 1st female photographers workshop was planned and organized in collaboration between LADIES JOINT FORUM (LJF), which is an NGO from Tanzania on the side of implementing partners together with a professional photographer Inani Selamani Nsamila also from Tanzania. On the other side there was NGO FRIENDS OF DAR ES SALAAM - HAMBURG from Germany which has resources and technical advisory partners. The initial stages of the planning

**MORE THAN JUST THE  
NUMBERS, DIGITAL  
MARKETERS MUST ALSO  
CREATE A CONCISE YET  
EFFECTIVE SOCIAL**

started early March 2020 and later the workshop was implemented in Dar es

## **MEDIA REPORT.**

Salaam from 03rd to 07th August, 2020.

**The main target of the workshop** was to enable girls from marginalized communities with passion for photography as a career to explore their talents and learn technical and creativity in photography. Another target was to build a new network of female photographers.

Therefore this workshop successfully provided basic training on photography, life skills, career development, entrepreneurship skills and business management. The trainers were ensuring that the training which was given to them were preparing these young women to initiate their own employment out of their photography talent. For the five days of learning these young women were taken to field learning to different media companies and famous photographers, famous models and celebrities to inspire them and build confidence or them to see opportunities in self-employment within the field of photography.

Moreover, during the workshop people from different development works and fields related to photography were invited to do sessions and give possible solutions on how these young upcoming female photographers to use in the future to address social economic challenges caused by a multiple of factors including a deep-rooted patriarchal system in our community especially on photography industry and market.

All in all, apart from having very few challenges such as limited resources to ensure that we have a long period of mentorship and training as recommended by many participants but the planned workshop was successful and above expectations of many participants. Therefore we aim to raise more resources together with our partners to ensure that we train more upcoming female photographers and provide intensive mentorship to all 26 young female photographers who have been beneficiaries of this workshop.



This workshop was able to receive more than 150 applicants from different parts of Tanzania. And due to the limited resources we were able to reach only thirty one (31), upcoming female photographers from different parts of Tanzania, (One participant was from Chamwino Village, Morogoro and she was supported by the village doctor for her transport and accommodation during the workshop.

31 participant were enrolled on the first and second day but only 26 were able to participate all 5 days of the workshop, among those 5 participants who dropped 2 were sick and others had personal issues that interfere with the workshop.

Organizing team succeeded to provide both theory and field work training. Participants had a unique opportunity to meet different public figures and listen to their stories, exchange ideas and different obstacles they conquered to archive their goals. Participants had also a chance to meet investors and experienced people around the industry in person. They had very interactive

dialogue and asked different questions related to photography. As a result of the field visit, we had to go to different companies, some of the participants were invited to participate as assistants in different events during the time of the workshop and after. There were chances and availability of various internship positions for female photographers so as to improve their knowledge.

## THE PRESENTATION FROM EXPERTS ON DIFFERENT THEMES RELATED TO PHOTOGRAPHY WERE WELL UNDERSTOOD

visits and outreach to different places such as Desktop Production limited (DTP) one of the biggest production and printing companies in East Africa. As well as Clouds Media group, Wenene entertainment, Michael Mligwa

. Also the training on business development, entrepreneurship and life skills that explain photographer behaviors and ethics of professional photographers were well received and understood by participants. Another thing that worked so well during this workshop were the field (Photographer) and founder of Slide Visual. Also the participants had a chance to meet Mbwana Samatta and practise sports photography at the Benjamin Mkapa Stadium (National Stadium). Mbwana Samatta is the only Tanzanian professional footballer who plays as a striker for English club Aston Villa and the Captain of Tanzania national team.

# OBSTACLES ENCOUNTERED

INADEQUACY OF THE  
PHOTOGRAPHY

Inadequacy of the photography

equipment such as enough cameras so that each participant could both learn theoretically and practically. Duration of the workshop was only five days whereby photography is a wide professional field and it can hardly be covered within five days of the workshop. Also through Inken Bruns of Diakonia Hamburg recommendation we had visitors from Germany who visited us during the workshop. Sebastian and Esta who are supporting development projects in Moshi, Kilimanjaro, Tanzania. Sebastian and Esta are looking for partners to work with in Dar es Salaam and they visited us to see what was happening and learn their impression about Female Photographers Program was very positive and even promised to look for fundraising possibilities.

# RECOMMENDATION TO OVERCOME

DPARTICIPANTS SUGGESTED that the duration of the workshop should be extended, the program was good but very few days to cover many things.

THE REQUIRED EQUIPMENT should be added so that participants could practice more during the workshop.

WORKSHOP SHOULD BE A CONTINUOUS Workshop should be a continuous sustainable qualification project, at least once or twice in a year so as to reach many dealer photographers in different places in Tanzania. There



should be close follow ups offered to all workshop participants on their work after the training.

#### THIS WORKSHOP

should not only be provided to female photographers who are available in Dar es Salaam but also there should be a mechanism to deliver this content to female photographers available in rural areas.

#### ANOTHER PLANNED IDEA

is to start a Photographers Hub and use the available facilities and office space to support the Upcoming Female Photographers. This Hub will allow Workshop Alumni and other female photographers to come and use the space to meet their client, work, present their ideas and get advice from their trainers. Therefore a media company known as Kikoi Innovative media is ready to provide working space and all support within their reach to insure this idea matures to reality.

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**CONCLUSION:**

The year 2020 was a pivotal year for Ladies Joint Forum as we continued our mission to advocate for women and girls' rights and promote gender equality and empowerment in local communities in Tanzania. The She is Hero Project - Phase II: Women's Courage to Fight COVID-19 campaign was a remarkable initiative that aimed to raise awareness about the importance of COVID-19 vaccination and preventive measures among women in the Vingunguti community. Despite the challenges we faced, including limited resources and delayed vaccine introduction, the campaign successfully created awareness and behavioral change, empowering women to take charge of their health and income generation activities.

Additionally, the Upcoming Female Photographers Workshop provided a platform for young women from marginalized communities to explore their passion for photography and develop their skills in the field. The positive reactions from various stakeholders and the high number of applicants underscored the significance of this initiative in breaking down barriers in the male dominated photography industry.

As we move forward, we acknowledge the challenges encountered during these projects and are committed to learning from them. We will strive to secure more resources and extend the duration of workshops, ensuring comprehensive training for aspiring photographers. We also aim to expand our reach to include female photographers in rural areas, empowering them with skills and knowledge to excel in their careers.

We are deeply grateful to our partners, funders, and donors whose support has been instrumental in driving our programs forward. Their commitment and dedication have enabled us to make a significant impact on the lives of women and girls in Tanzania.