

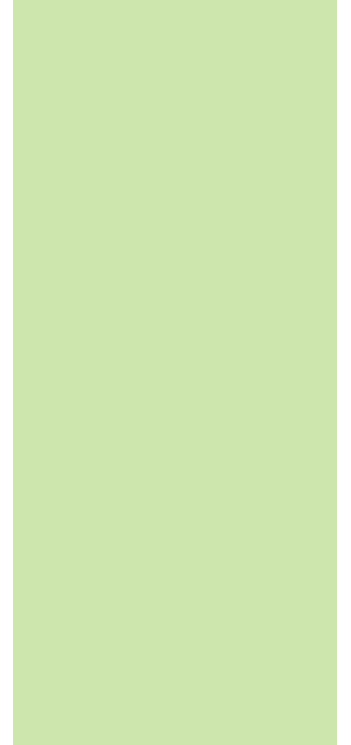
GIRLS ENTREPRENEURSHIP CAMP EXPERIENCE



FEET

Foundation for the Educational
and Environmental Advancement of Tanzanians.







INTRODUCTION

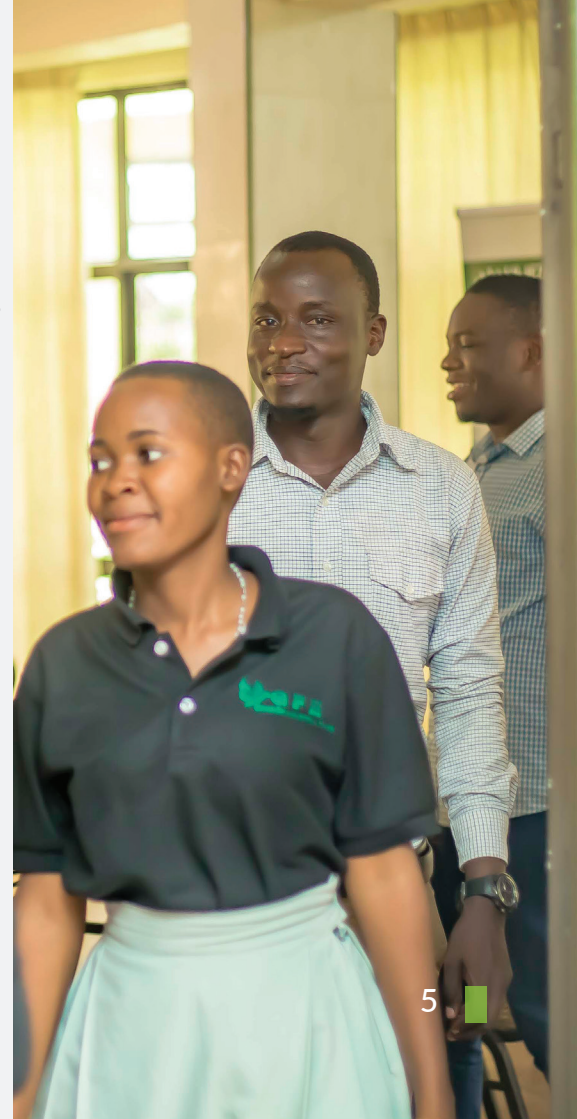
FEET Tanzania, in collaboration with GREAT HOPE FOUNDATION (GHF) hosted a 2 days camp for girl students in secondary schools on the 14th and 15th of February, 2023 that was held at Landmark Hotel. The camp's name was GIRLS ENTREPRENEURSHIP CAMP (GEC).

The camp, GIRLS ENTREPRENEURSHIP CAMP (GEC) was founded by FEET to equip young girls who are students with business insights important in today's competitive global economy. Rania Nasser, from FEET is a founder of this girls' empowerment move, as she passionately aims at empowering young girls on the entrepreneurship field. Currently she is studying at UC Berkeley University in California. This camp was hosted to enable students to understand how to develop and run a business including management roles, research, competitive analysis, customer focus, sales strategies and skills, product design cycle, marketing development, understanding profit and loss, business plan development and product presentation.



THE TRAINING HAD THREE OBJECTIVES.

1. To enable girls to gain valuable real-world skills in area of business. Students were to be exposed to the latest business development methodologies and design tools from experienced workers and coaches.
2. To give students an opportunity to learn from proven leaders. Students were expected to present their product solutions and business pitches in person, to top company executives.
3. To prepare students to be ready to run a successful business. Students were expected to graduate with a product design, business plan portfolio and the tools needed to start their own business.





THE FIRST DAY OF TRAINING.

The day began with the arrival of students at 0800 hrs. They came from three secondary schools and others were recent Form Four graduates. The schools were; Tambaza High School, Benjamin Mkapa High School and Makoka Secondary School. After registration, they had breakfast at around 0830 hrs.

At 0900 hrs, the first session began with a virtual introduction by Camp Director, Rania Nasser who gave a briefing on the objective of the camp and the way forward. production and selling price.

Afterwards, the first facilitator took the students through a journey of business development. The topic was, The



Importance of Curiosity and Imagination in Business.
The next session included sub-topics like Product Competitiveness and Market Analysis that were facilitated by Mr. Costantine Magavilla. Throughout the sessions, students had the opportunity to learn and engage through asking questions. After the second session, students had their lunch at around 1330 hrs.

Later on, students formed teams and were assigned to think outside the box and develop their business, product concept and marketing strategies as well as their projected costs of production and selling price.





THE SECOND DAY OF TRAINING.

At 0900 hrs, the first session began where by students in group discussions finalized the design and presentation of the new formulated business ideas and products. They prepared themselves for presentation and had the opportunity to practice

how to present their business proposals.

Afterwards, students presented to a group of panelists and facilitators, along with questions and answers. Students presented what they had



prepared and got feedback and challenges observed from the panelists.

The panelists comprised of three people; Costantine Magavilla (who was also a facilitator), Paul Mashauri (a business developer and enthusiast) and Noelle Mahuvi (Country Director for Great Hope Foundation).

Around 1400 hrs, judges finalized the presentation by giving out comments and way forward to students on what they can do after the training. The panelists

spoke about the importance of being entrepreneurial and how these students would benefit from this training if they applied the knowledge and experience they have acquired.

As the training came to and end, students and teachers shared their feedback concerning the training (experiences and lessons). The day ended with taking a group photo of all people that participated in the training.





FEEDBACK OF SOME OF THE PARTICIPANTS

Fadhila I. Rubea,

A student from B .W. Mkapa S.School.

"Personally I feel the training was very productive because it has enabled us girls from different schools to come together and learn and gain knowledge about entrepreneurship as well as exchanging different entrepreneurial ideas.

I have learnt about entrepreneurship along with how to develop a business model and how to deal with the market. This is the kind of knowledge and exposure that I will not have the opportunity to learn in class. The only challenge that I have seen is the time limit. The duration of this training was very short and I would like to advise organizers of this training to make it longer in order to enable students to have more time to research their business ideas."

Salma Ramadhani Kassim,

A student from Makoka Secondary School.

"I have learned a lot through interacting with other students from different schools. This is because each one had their opinions and ideas on entrepreneurship and as we were exchanging them and bringing them together I had the opportunity to learn a lot of things that I didn't know about before. Through this training, I have learnt a lot about entrepreneurship, from the choice of the business you want to start, how to raise the capital, to how you can penetrate into the market. Personally, I would like to advise organizers to host more of these trainings in order to reach out to more girls because Tanzania has millions of students and very few of us have had the opportunity to attend this training and get this knowledge."

Malika Abdul-Rahman.

A student from Tambaza High School.

“This training has been of great help and a good start for me as a student. It has been a great motivation for us to engage more in entrepreneurship. We have learnt a lot and gained experience as it has brought together students from different schools and each with different entrepreneurial knowledge and experience. I have been able to learn a lot about self-empowerment through entrepreneurship, interacting with people and gained more confidence and energy in the business I am running. The only challenge I have encountered is inadequate time to accomplish the task of developing a business model. My advice to the organizers is to provide more knowledge to girls, not only to those who are in school but also to those who have graduated because now they’re facing the real experience of unemployment and they never had the opportunity to get these kind of trainings.”

Cleopatra Shafii Awami.

A student from Ilala Secondary School.

“I have had a great and exceptional experience with this camp. To me, the GIRLS ENTREPRENEURSHIP CAMP was remarkable and more than I had expected because we were able to learn a lot on entrepreneurship, interacted with various students from different schools as well as meeting people we have never met, like Mr. Constantine Magavilla. I have been able to learn new ideas on entrepreneurship from various students, blending together and developing a whole business model. Because everyone had their ideas it was a bit challenging in coming up with a single idea, but through discussions and interactions we developed ideas that were aligned. Each team was able to work together and come up with a single business model as requested. I believe we will be good ambassadors to our fellow students by sharing with them the knowledge we have gained from this camp, but I would like to advise the organizers to host more trainings like these to reach more students.”

Madam Delfina Mmambale,

A teacher from Makoka Secondary School.

"This training was very good and productive to students as they have received knowledge which we rarely provide at school. I was also impressed by the moderators as they were active and energetic in imparting knowledge to students. I have learnt that our students prefer practical learning and skills and that they should be provided with adequate time for them to learn as I have also learnt a lot about entrepreneurship through this training. I would suggest more camps like this to be done so that more students would learn about entrepreneurship."





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