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**APPS AND
GIRLS**

**Annual
Report**

**20
23**

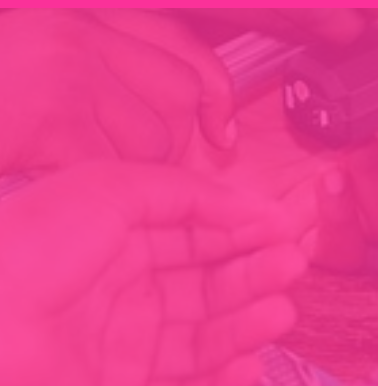
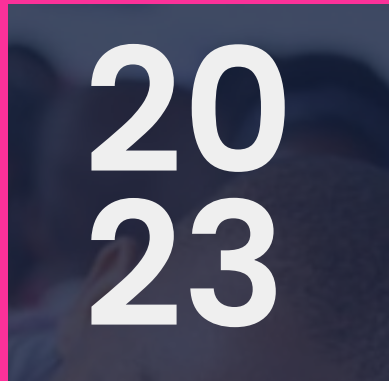


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A word from CEO

Dear Apps and Girls family!

Greetings,

As we gather to compile the year 2023, I am honored to address you with a sense of pride and gratitude for the incredible journey we have embarked upon together this year. It is with immense pleasure that I extend my heartfelt appreciation to each member of our dedicated team, our valued partners, and the entire community that has supported us.

In the ever-evolving landscape of technology and empowerment, Apps and Girls has remained steadfast in its commitment to fostering innovation and inclusivity. Our mission to bridge the gender gap in the tech industry continues to drive our endeavors, and I am delighted to report on the notable achievements and milestones we have reached.

Throughout the year, we have witnessed the transformative impact of our initiatives, empowering girls to explore their potential in the world of applications and technology. The resilience and creativity displayed by our team and the young minds we engage with have been truly inspiring.

As we set our sights on the horizon of 2024, I am filled with optimism for the opportunities that lie ahead. The coming year holds the promise of new challenges, innovative breakthroughs, and further advancements in our pursuit of equality and excellence. Together, we will continue to build a future where every girl has the opportunity to thrive in the digital age.



I want to express my sincere gratitude for the collective effort that has brought us to this point. Your dedication, passion, and unwavering commitment to our mission have been the driving force behind our success. Let us enter the new year with a renewed sense of purpose, resilience, and a shared vision for a brighter and more inclusive future.

I wish you all a joyful holiday season and a prosperous New Year filled with success, growth, and fulfillment. May 2024 be a year of continued innovation, empowerment, and positive impact for Apps and Girls.

Stay safe, stay healthy, and have happy holidays!

CAROLAYNE EKYARISIIMA
CEO - APPS AND GIRLS

Introduction to Apps and Girls

Apps and Girls is an East African award-winning social enterprise founded in 2013 that empowers girls and young women to create the world they want to live in using technology. At Apps and Girls, we give girls and young women the skills and a platform to become effective tech entrepreneurs, including high-quality software and hardware programming. We focus on girls and young women from both privileged and underprivileged backgrounds, at secondary school, university, or out-of-school, on our mission to reduce the gender gap in ICT, tech-entrepreneurship, and empowering more change-makers in East Africa.

We believe that technology is the reality of the future as we move deeper into the digital revolution, and entrepreneurship is a driving force. We work to break various barriers that hinder girls and young women in ICT, such as a non-existent support system, lack of role models, and prevailing gender stereotypes by providing the alternative, a supportive path into the field of ICT, and a future in tech.

This report shows Apps and Girls project milestones, challenges, and achievements over a year (2023) and highlights all the programs and activities.



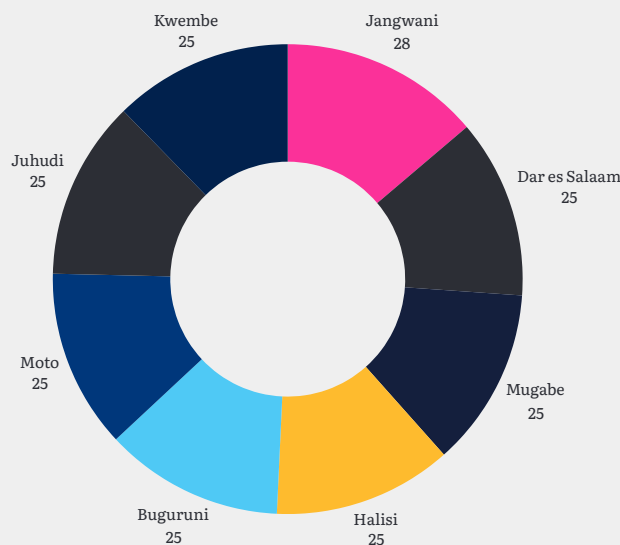
Training and Skill Development

a. Coding Club/STEM Learning Program

Coding clubs, One among the main Apps and Girls programs, these clubs are established in secondary and high schools to instill a technology-loving and change-making spirit in girls and young women and to inspire them to use technology to create the world they envision or want to live in. These girls receive weekly coding (web programming), robotics, and entrepreneurship training from their respective schools, as well as on Saturdays at our hub for schools with little or no infrastructure and those that do not have extracurricular activity schedules.

In 2023, we started by visiting schools to establish and reestablish partnerships and recruit new students into the club. We have successfully implemented this program for 178 students from seven schools: Jangwani, Dar es Salaam, Mugabe, Halisi, Buguruni Moto, Juhudi, and Kwembe Secondary Schools, some of whom were motivated to attend after witnessing their fellow students doing well in ICT matters.

These enthusiastic participants attended our hub exclusively on Saturdays, immersing themselves in coding languages for website development. Today, we proudly recognize them as proficient website (front-end) developers. In addition to honing their coding skills, they also delved deep into design thinking, enabling them to identify and create tech-based solutions for challenges faced by their communities.



Numbers of students in schools we have established and reestablished partnerships and recruited new students into the club in 2023.

Thanks to the invaluable guidance of our experienced mentors, these students were able to develop innovative ideas that address their community's challenges using technology. As they progress through a series of mentorship programs, they are now poised to implement their potential ideas and create a lasting impact on their communities.

Training and skill Development

a. Coding Club/STEM Learning Program

To analyze and assess the Coding Club program's effectiveness in driving positive change, identify additional learning needs, and determine areas for modification and improvement, we conducted thorough monitoring and evaluation. This evaluation involved selecting students from each of the seven schools participating in our Saturday program in Dar es Salaam. These students were administered questionnaires to gather their perspectives on the program.

The evaluation results indicated that 88% of the students have attained mastery in the basic coding language, as evidenced by the creation of clear web pages. Furthermore, 75% demonstrated the ability to generate ideas (tech solutions) for the challenges they identified, showcasing the effective delivery and understanding of the entrepreneurship content done by our experienced trainers. Impressively, 90% expressed satisfaction with the trainers provided to deliver the content. These findings provide valuable insights into the program's impact and areas for potential improvement.

Testimonies from students

“I feel incredibly grateful to have come across this amazing organization, Apps and Girls, as it has completely transformed my life. Through their guidance, I discovered a world of technology that I never thought was within my reach. Now, I have the knowledge and insight to create and innovate on digital platforms. The trainers not only taught me technical skills but also empowered me to think critically and find solutions to challenges. This platform is truly exceptional, and I believe every girl in Tanzania and Africa should experience it during their youthful years. Apps and girls have become my guiding light, showing me a path filled with endless possibilities. I am determined to use the tools they provided to make a lasting impact in the world. Thank you, Apps and Girls, for believing in me and inspiring me to believe in myself.”

Rehema Baina, a Form 3 girl from Jangwani Secondary School.

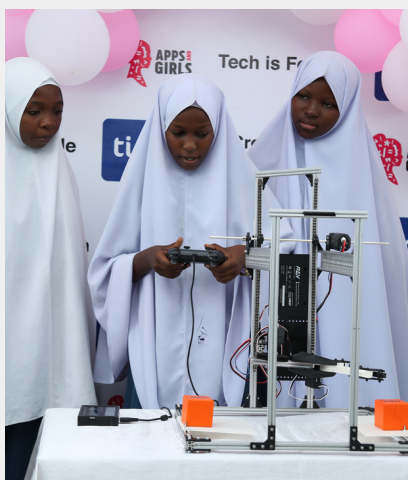
Training and skill Development

b. Girls in ICT Day Bootcamp

Every fourth Thursday of April of every year, the world celebrates International Girls in ICT Day to create awareness about the need for more girls and women in the ICT sector. This year, it was celebrated on April 27, 2023, with “Digital Skills for Life” as the theme of the day. Apps and Girls, as a tech organization, joined the movement following the theme and held a Girls in ICT Bootcamp where we conducted an intensive boot camp that trained 50 girls from different 10 secondary schools here in Dar es Salaam (Jangwani, Jamhuri, Makumbusho, Dar es Salaam, Benjamin William Mkapa, Mugabe, Kisutu, Tambaza, Kwembe, and Buguruni Moto Secondary Schools) for 5 days starting from April 1, 2023, to April 6, 2023, Through hands-on experiences, these inquisitive young girls gained practical knowledge of STEM concepts, reinforcing their understanding of theories taught in school. This not only equipped them with valuable digital skills but also empowered them to make a positive impact on their community.



Our students (above) attending the Girls in ICT Day Bootcamp held at Apps and Girls hub in Dar es salaam. Below are the students showcasing their innovations during the Girls in ICT Day .



Training and skill Development

b. Girls in ICT Day Bootcamp

To promote problem-solving, creative thinking, and a healthy sense of competition among students that spurs innovation, they were trained in the use of how to create mobile applications. Additionally, they learned how to build and program robots. These skills enabled them to develop innovative solutions spanning various sectors, including education, agriculture, industries, health, culture, and employment, addressing the challenges faced by their community.

Some notable projects they undertook include the following;

Project Name: SRH HUB (Sexual Reproductive Health - Hub)

Project Description: Developed by enthusiastic girls from Mugabe Secondary School: Love Mwamba, Twauni Malunda, Salma Msangi, Twaibina Said, and Nuru Ivanda. These students noticed that many girls in Tanzania experience early pregnancies due to a lack of knowledge about their reproductive health, which often leads to unsafe sexual practices and the spread of sexually transmitted diseases and infections. To solve this, they developed an interactive mobile application that aims to educate young girls about sexual reproductive health and supports and guides parents on how to interact with their children about sexual reproductive health and their body changes. Further, the app also gives the girls the opportunity to track their menstrual cycle and better understand their body development and changes.

Through the app, the girls can play games, take part in quizzes that interactively educate them about the issue, ask questions, and interact with medical experts/counselors regarding their reproductive health. Parents are guided by an AI bot on how to speak and respond to their children regarding sexual reproductive health.

The girls hope that their app will help empower young girls and women with the knowledge they need to make informed decisions about their reproductive health.



Training and skill Development

b. Girls in ICT Day Bootcamp

Some notable projects they undertook include the following;

Project Name: FarmBot

Project Description: This project was developed by passionate girls from Kisutu Girls Secondary School, who were; Rukaiya Suleiman, Glorie Olomy, Sharon Ngowi, Nasra Said, and Sharon Mayaka. These amazing girls invented a 4-in-1 agricultural robot that can plant, harvest, fumigate, and test the soil's pH. Farmbot aims to improve the efficiency and productivity of farming operations. With Farmbot's diligence and precision, crop yields will be increased, effectively addressing the issue of low harvest levels in Tanzania.



Additionally, the robot can detect soil pH levels and eradicate pests and diseases through fumigation, which will ensure high-quality crop production. By using Farmbot, farmers can focus on other important tasks and activities while it takes care of critical agricultural activities.

The students had an opportunity to pitch and showcase their innovations to the jury panel, compete for prizes, and engage/learn from an inspirational speech delivered by Winnie Msamba, an Apps and Girls alumna who shared her journey as a tech entrepreneur, inspiring the girls to believe in the power of technology and encouraging them to use it to create solutions that bring about positive change, particularly within their local community.



Training and skill Development

c. Jovia Program

The Jovia program is designed to provide advanced IT and entrepreneurship training to young women and girls from underprivileged backgrounds who face barriers to pursuing higher education due to various socio-economic challenges but who possess a strong interest in technology. The Jovia Program equips these individuals with the necessary technological skills to facilitate their entry into the formal employment sector, particularly in ICT-related fields. It also empowers them to establish their own tech-based enterprises, initially in Tanzania and subsequently in other Sub-Saharan African countries, thereby enhancing women's socio-economic status.

We happened to conduct 1 cohort in 2023, affecting about 24 young women who spent 3 months with us starting in October, where they engaged in intensive learning sessions focused on website design and development, complemented by essential business and entrepreneurship skills. These skills empower them to identify opportunities within their communities and on a global scale, transforming these insights into business concepts that benefit both society and themselves. The program also includes a series of mentorship sessions to shape ideas and provide assistance in their project implementation.

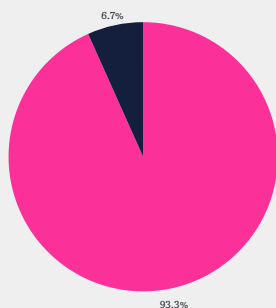


Photos showcasing our jovia students during the Advanced IT and Entrepreneurship training at our Hub in Dar es salaam.

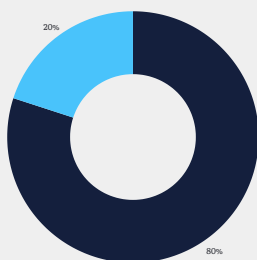
Training and skill Development

c. Jovia Program

To evaluate the impact of this program, we conducted both pre and post-training surveys. The findings indicate that the program not only met but exceeded the expectations of 93.3% of participating students. They have been significantly influenced to recommend the program to other young women, emphasizing its capacity to provide skills they once considered unattainable. Approximately 80% of students can now effectively utilize the acquired skills to create responsive websites. All students express a strong desire to see the program extended to more girls, recognizing the potential for these skills to enhance their income through the establishment of technology-based businesses or increased competitiveness in the job market. Furthermore, 85.7% expressed confidence in pursuing ICT-related careers, and among the students, 14.3% opted for the employment path and have successfully secured job opportunities. For instance, Rispa Festo has secured a position as a loan officer at Brac however, 85.7% have chosen the entrepreneurship path and are actively working on their projects. Additionally, an impressive 73.4% have rated the overall quality of the program as exceptional.



The findings indicate that the program not only met but exceeded the expectations of 93.3% of participating students.



80% of students can now effectively utilize the acquired skills to create responsive websites.

85.7%

Expressed confidence in pursuing ICT-related careers, and among the students,

14.3%

Opted for the employment path and have successfully secured job opportunities

73.4%

have rated the overall quality of the program as exceptional.

Training and skill Development

c. Jovia Program

Testimonies from students

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“The program exceeded my expectations. I have to admit, I wasn't overly enthusiastic when I first applied, but attending it completely changed my perspective. The skills I've acquired here are invaluable, and I can already see how they will shape my future endeavors. The trainers are fantastic, and I'm genuinely excited to continue and further develop my project. This experience has been truly transformative, and I'm confident in the impact it will have on my journey ahead”

”



Janeth Jackson

“

“When I first saw it on social media, I was so excited and thought to myself, 'This is it!' I really appreciate the communication we have with the trainers and mentors. I enjoyed it so much that I feel like three months is not enough for the program. Despite that, it's been a good experience so far, thanks to the mentorship training. It has motivated me, and now I'm really determined to bring my idea to life. I'm ready to put in the work to make it happen.”

”



Ulfath Mackiyu

Training and skill Development

d. Digital Citizen Club Captain Training: Iringa

In June 2023, Apps and Girls partnered with Lyra in Africa to facilitate the implementation of the Student-Led Digital Citizen Clubs program conducted in seven secondary schools located in Iringa, Tanzania. Lyra in Africa is a Tanzanian non-governmental organization (NGO) situated in Iringa, Tanzania, with the primary goal of enhancing education and income prospects for girls and women in rural areas of Tanzania, thus fostering vibrant communities. The primary goal of this program was to empower student captains and mentors with the necessary and exceptional leadership and management skills and knowledge to effectively guide and oversee the computer lab and ICT/Digital Citizen clubs.

To achieve this, Apps and Girls conducted a comprehensive training program for a group of 20 youths from the seven schools in very remote areas. This group consisted of 16 secondary school students who will take on the role of digital student captains and four out-of-school youth who will serve as digital mentors. Apps and Girls skilled and experienced trainers conducted workshops to provide a structured learning environment where students actively engaged in hands-on activities, demonstrations, practical exercises, and interactive group discussions to encourage collaborative learning, peer interaction, and the exchange of ideas among the students.

Apps and Girls named the sessions 'How to Become a Model Trainer' and categorized the training content into interpersonal skills (soft skills), which included how to build and develop their self-confidence, effective public speaking and presentation skills, strategies for creating a positive and interactive learning environment, and leadership and effective club management, as well as technical competencies (hard skills), which included digital literacy and basic website design (coding).



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Number of students impacted by the Digital Citizen Club Captain Training: Iringa.

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Number of schools impacted by the Digital Citizen Club Captain Training: Iringa.

Training and skill Development

e. UN Women African Girls can Code Bootcamp, Dar es Salaam

Tigo Tanzania joined forces with UN Women to facilitate the implementation of the African Girls Can Code bootcamp, a program designed to impart technology and problem-solving skills to a select group of 50 girls, chosen from a pool of over 200 applicants.

Our organization's trainers have actively participated in equipping these young girls with essential skills in graphics design and digital marketing. The primary aim of this training endeavor is to empower these girls with the ability to create visually compelling and highly effective digital content. This content, in turn, serves as a catalyst for driving engagement, promoting brands, and achieving marketing objectives within the digital landscape.

Apps and Girls trainers trained the students on the main two topics: graphic design with Canva and Digital branding.



Graphics design with Canva Content

In this segment of the program, students underwent an in-depth exploration of graphic design. They commenced with an introduction to the fundamental concepts of graphic design, delving into key topics such as color theory and the art of working with text and typography. Additionally, students gained insights into the seven fundamental principles of design and received valuable quick tips for enhancing the visual appeal of their graphic designs. Practical sessions allowed them to apply their newfound knowledge as they embarked on the creative process of crafting diverse designs from the ground up, utilizing the versatile Canva platform.



Digital Marketing and Personal Branding Content

In the digital marketing segment, the participants gained valuable insights into the creation and management of a distinctive and memorable online image and reputation. They acquired practical tips and access to resources that could be promptly applied to enhance their professional online presence, whether for personal branding, business endeavors, or career advancement. Furthermore, the participants received comprehensive instruction on the nuances of social media marketing and the art of content marketing

Training and skill Development

e. UN Women African Girls can Code Bootcamp, Dar es Salaam



Photos showcasing students during the UN Women African Girls can Code Bootcamp, Dar es Salaam and in a group photo with different staff from UN Women and Tigo Tanzania.

Testimonies from UN-Women students

“Before taking the digital marketing class, I had a limited view of social media, considering it primarily a platform for humor and entertainment. I wasn't particularly fond of it. However, this class has been a transformative experience, altering my perspective on social media. I've come to appreciate it as a valuable tool for personal branding and the creation of a professional online presence. I now understand its potential to benefit my future growth and exploration.”



Caroline Michael

Mentorship and Incubation Program

After the 2022 FIRST Global Robotics Challenge, we didn't just stop at the competition. We started a mentorship and incubation program to help students use their robotics skills. We had a special mentorship program that led to the creation of projects in robotics and web technology. We also had the opportunity to collaborate with four girls from Kisutu Secondary School on their creative Farmbot project. This project harnesses robotics technology to streamline farming processes, reducing the need for multiple machines for tasks such as planting, fumigation, irrigation, and harvesting. These talented students successfully created a prototype using robotics equipment from our hub. Notably, they participated in the Tanzania Women Engineers Convention and Exhibitions Competition in Zanzibar, where their FarmBot idea secured first place, earning them a prestigious award.



Our mentorship program wasn't just about projects; it also guided young women in their careers, focusing on their overall personal and professional growth. To reach more students, we extended our mentorship to those in secondary school who attended our Saturday programs. This effort uncovered great ideas to solve community problems, and students in coding clubs got help with opportunities like scholarships and startup funding.



Our mentorship program wasn't just about projects; it also guided young women in their careers, focusing on their overall personal and professional growth. To reach more students, we extended our mentorship to those in secondary school who attended our Saturday programs. This effort uncovered great ideas to solve community problems, and students in coding clubs got help with opportunities like scholarships and startup funding.

Mentorship and Incubation Program

Working closely with experienced mentors and experts during the mentorship and incubation periods improved their learning and supported new entrepreneurs. After finishing in-person mentorship, Jovia program graduates are now set to start their incubation journey in January. They'll get personalized help, including support with business registration and understanding legal requirements.

Our commitment is clear – we're here to encourage ideas, nurture an entrepreneurial spirit, and help students succeed in the business world. The incubation (which starts after the mentorship period) is a big step forward in guiding the next generation of business leaders. This year, we successfully mentored over 100 students from all our programs, assisting them in creating business ideas that use technology for social innovations in their communities.

The following are the business ideas from some of the students from our programs;



Tupilikege Johari Msokwa is a Form 1 student from Halisi Secondary School. She noticed a problem where girls lack access to reproductive health education and have queries regarding their bodily changes but don't have anyone to turn to, they find themselves unable to approach their parents and teachers. As a result, they seek answers from peers who themselves have insufficient knowledge about reproductive health. This unfortunate situation often leads them to enter into romantic relationships at a young age, ultimately resulting in teenage pregnancies. Her solution is a system that allows girls to gain knowledge about reproductive health from qualified health practitioners and professionals, incorporating approaches that respect Tanzania customs and traditions to ensure the protection and prevention of teenage pregnancies. The system also allows students to interact and anonymously share any body changes that they wish to talk about or gain more experience on how to deal with such changes

Mentorship and Incubation Program



Baraka Ayubu is a form four student from Kwembe Secondary School.

He saw the problem facing most students, which is limited access to essential learning resources such as notes, quizzes, tests, and past papers. Psychological issues can adversely affect students' mental well-being, ultimately impacting their academic performance. Insufficient opportunities for healthy competition result in students feeling disengaged and unsatisfied with their academic progress. He came up with a solution to this, which was creating a platform that would provide comprehensive learning materials, including notes, quizzes, tests, and past papers, to bridge the resource gap and enhance students' academic preparation. Access to expert counseling services aimed at addressing students' psychological concerns, fostering mental well-being, and consequently improving their overall performance. Implementation of both online and offline weekly competitions, focusing on one subject per week. These competitions are categorized into three levels—beginner, challenger, and master—to ensure appropriate skill-level grouping and foster healthy academic rivalry.



Rehema Baina, a Form 3 student from Jangwani Girls Secondary School. She noticed that there were so many students Throughout their academic journey, they have encountered challenges in finding hostels near their universities for accommodation. This problem stems from the absence of a dedicated program within the universities that facilitates connections with nearby housing options. Consequently, students are compelled to reside far from campus, leading to inconvenience and negatively impacting their academic performance in the classroom. A solution to that is Smart Bweni, an innovative mobile app and web-based platform designed exclusively for university students, offering effortless access to nearby houses and hostels for rent. The platform features a comprehensive list of verified accommodations with detailed amenities, pricing, and proximity to the university, ensuring a seamless and efficient search process for students.

Mentorship and Incubation Program



Hellen, a Form 3 student from Kinyerezi Secondary School, addressed the various challenges associated with water pipes and electrical systems in households, which necessitate the involvement of skilled professionals who specialize in electrical and plumbing work. There have been numerous incidents of household fires, with electricity being a significant contributing factor. This issue largely stems from individuals choosing local technicians without the required expertise, assuming they are cost-effective, only to realize that the resulting consequences are ultimately more expensive. However, the majority of people are unaware of where to locate competent professionals. She then came up with LEP, an online platform that provides a convenient way for individuals to locate and connect with licensed and experienced professionals specializing in plumbing and electrical work. The platform incorporates features such as customer reviews and ratings, allowing users to make informed decisions when selecting their preferred technicians. Additionally, the platform aims to raise public awareness about the significance of hiring skilled professionals for electrical and plumbing services. It emphasizes the potential risks and consequences that may arise from opting for unqualified technicians.



Esther Lucas, a Form 3 student from Jangwani Girls Secondary School, noticed that there is a significant lack of reliable housekeepers and helpers available to many families, resulting in adverse effects on households. This scarcity makes it challenging for families to find trustworthy individuals who can effectively assist with essential household chores and tasks. She came up with a solution; Smart Keeper, a pioneering platform designed to address the scarcity of dependable housekeepers and helpers by elevating their skills and professionalism so as to attract more individuals to the profession and improve the quality of available candidates. Smart Keeper also connects qualified housekeepers with families in need, facilitating seamless and reliable assistance for household chores and tasks. We prioritize providing suitable working conditions for housekeepers, ensuring their satisfaction and unwavering commitment to delivering exceptional service. With Smart Keeper, households can experience a transformative level of household support and assistance.

Mentorship and Incubation Program



Magreth Sembuli a jovia program student,

Despite government efforts to promote better nutrition for infants and children, malnutrition remains a pressing issue. This problem is rooted in a notable deficiency in nutrition education, indicating a gap in disseminating crucial information to parents and caregivers about proper dietary practices. Additionally, economic challenges and certain cultural beliefs within communities influence dietary choices, potentially contributing to inadequate nutrition for infants and children.

Totalishe is a system dedicated to offering comprehensive nutritional guidance, including dos and don'ts, tailored specifically for this target audience. Additionally, the website will provide convenient access to online food schedules and personalized meal plans, fostering a holistic approach to promoting healthier dietary practices among the intended group.



Lilian Msaki, A jovia program student

Are you currently involved in the construction or ownership of a home, facing challenges in securing skilled and experienced craftsmen for house finishing or renovation tasks such as landscaping, painting, flooring, and carpentry? Regrettably, individuals in this situation often find themselves engaging unqualified and inexperienced artisans, resulting in a compromise in the quality of the assigned tasks.

Fin@ease addresses the challenge by providing an all-encompassing solution for house finishing and renovation. Our comprehensive service utilizes technology to streamline the entire process. We connect you with skilled and professional craftsmen proficient in painting, flooring, landscaping, and carpentry. Our experts offer consultation services to assist homeowners in selecting the right materials, ensuring timely project completion, and facilitating a seamless process. This approach aims to minimize stress, deliver high-quality results, and effectively manage your project from start to finish.

Mentorship and Incubation Program



Zawadi Kamote a jovia program student

Numerous companies, industries, schools, and enterprises, including farmers and businessmen in Tanzania, encounter challenges when it comes to accessing and affording suitable cargo and travel rental vehicles. These challenges include a limited supply of trucks, high demand, and a lack of awareness about rental services.

RENTTRIP stands as a user-friendly platform, streamlining the process of renting cargo and travel vehicles to offer convenient and efficient solutions for transportation needs. This innovative solution revolves around three key pillars:

Online Renting System: A user-friendly online platform where individuals seeking rental services can input all necessary information and specifications, including the type of vehicle, cargo capacity in weight or number of people, cargo type, purpose, and more.

Efficient Loading and Unloading Services: seamless handling of cargo loading and unloading processes in rented trucks, ensuring a smooth and efficient experience for users.

Value-Added Services: Provision of additional services, such as facilitating insurance options for cargo through Goods in Transit Insurance Cover, to cater to the diverse needs of customers and enhance their overall renting experience.

Join us for a transformative journey, and let's make a lasting impact on the logistics sector.

“RENTTRIP usafiri mkononi”



Mentorship and Incubation Program



Doreen Melkiory a jovia program student

According to the World Health Organization (WHO), suicide is a major global public health issue, causing over 700,000 deaths annually and ranking as the fourth leading cause of death among 15-19-year-olds. In low- and middle-income countries, 77% of cases occur, and high therapy costs pose barriers, especially for young adults aged 15-35, with 76% of victims being male. The prevalence of suicide is linked to mental illnesses and contributing factors, such as depression, stress, alcohol use, financial problems, and relationship issues. In 2021, there was a significant increase in suicides documented by the Legal and Human Rights Centre, attributed to various factors, including relationship problems, legal issues, financial difficulties, and health concerns. Young adults, facing challenges like peer pressure and stress, are at risk of serious issues like depression, anxiety, trauma, and suicidal thoughts.

To address these pressing mental health challenges, Heal & Thrive is an innovative online system that aims to serve as a safe and accessible platform for young individuals (aged 15-35) to seek guidance and support. It offers valuable information about mental well-being, connecting users with trained counselors or mental health professionals. There is a presence of anonymity features in user profiles, which aim to encourage openness and facilitate discussions without fear of judgment or stigma. The user-friendly interface provides access to relevant resources, educational materials, and one-on-one or group counseling sessions.

Internal and External Events

a. The Robotics Forum

Twenty-three of our students had the privilege of attending the Russian Robotics Forum in Tanzania. During this event, they engaged in enlightening discussions with representatives from the Central Research Institute of Robotics and Technical Cybernetics (RTK), a renowned leader in the field of robotics in Russia. Witnessing the first-ever fictional film shot in space aboard the International Space Station was an unforgettable, awe-inspiring experience for our students. The event left an indelible mark on them, igniting their passion for space exploration and robotics. Adding to that, they also had the exceptional privilege of meeting a Russian



Our students attending the Russian Robotics Forum in Tanzania held at the Russia-Tanzania Culture Centre.

Internal and External Events

b. Government Event-Provision of Consultancy service

Apps and Girls, as one of the key local stakeholders in the local digital innovation and economy, had the privilege of being invited to a stakeholder consultation workshop in June, prepared by the Ministry of ICT but conducted by Sahara Ventures in collaboration with the Bureau for Industrial Cooperation (BICO) of the University of Dar es Salaam as appointed by the Ministry. The workshop was prepared to conduct the assessment for the establishment of the Digital Technology Institute, Zonal Soft Centers, and Fab Labs. It served as an opportunity for fact finding, data collection, and discussions related to the assignment. We had a productive event during which we shared valuable insights on the vision for the future Digital Technology Institute, Zonal Soft Centers, and Fab Labs. Additionally, we had the opportunity to interact with other potential key stakeholders and establish valuable connections within the network.

c. Invited Events

Apps and Girls had the privilege of participating in several events. One notable event was our participation in the three-day East African Digitalization Conference held in Arusha. The conference extensively delved into discussions surrounding the future of the digital economy and the role of emerging technologies in fostering sustainable development. Additionally, we were present at the 2nd Annual General Meeting (AGM) of the Tanzania Startup Association (TSA). This gathering provided a platform for insightful conversations on collaborative opportunities, fostering stronger connections among startups committed to catalyzing positive change in the Tanzanian tech landscape.

Internal and External Events

d. Brilliant Blue challenge

The Apps and Girls’ team of five students from Kisutu Secondary School participated in an international Brilliant Blue Challenge, which is an exhilarating virtual competition that invites students to explore the world of ocean innovation. It allows students to unleash their innovative ideas, protect our ocean, and propel the blue economy forward.



In the challenge, students were supposed to identify a problem(s) that may be around the 3 categories which are healthy marine life, marine autonomous systems, and Marine Renewable Energy to create an innovative solution for the challenge they have identified. The students’ team discovered that there is an estimated 14 million tons of plastic waste, particularly bottles and bags, infiltrating the ocean ecosystems every year which account for a staggering 80% of marine debris, spanning from surface waters to deep-sea sediments. In response to this pressing issue, they proposed a multifaceted solution that revolves around mitigating the detrimental effects of plastic pollution on marine biodiversity and promoting sustainable recycling practices.



This involves an ocean cleanup mechanism, which includes the collection and sorting of plastics by type and quality, thorough cleaning, and transformation into valuable construction materials. These materials can be utilized for various purposes, such as building blocks, paving materials, and components for infrastructure and plumbing projects.

Awards and Recognition

WSIS Prize 2023

The recognition of the work and impact we make on Tanzanian girls and young women through our JOVIA Program by the WORLD SUMMIT ON THE INFORMATION SOCIETY (WSIS) PRIZES 2023 has been a major success for us in March. The WSIS Prizes contest was developed to create an effective mechanism to evaluate projects and activities that leverage the power of information and communication technologies (ICTs) to advance sustainable development. Since its inception, the contest for WSIS Prizes has attracted more than 300,000 stakeholders.

Our Jovia project addresses the critical issue of the digital gender divide, and it gives underprivileged girls and young women in Tanzania who are out of school and unemployed the opportunity to receive advanced IT and entrepreneurship training as well as the support ecosystem they need to successfully obtain formal employment, particularly in ICT-related employment, or to develop and launch IT-based (social) businesses.



For the past 5 years, we were able to establish two Girls Innovating Spaces, through which we have trained 270 girls and young women, 53 of whom have found formal employment in ICT-related fields; 30 startups have been established; and 87 have re-enrolled and are continuing their education in higher learning institutions.

Awards and Recognition

Government Recognition

In October 2022, our robotics team participated in the FIRST Global Robotics competition and won a silver medal as the winning alliance's second position as a result of their hard work and teamwork among themselves and with other alliance members. Their efforts allowed Apps and Girls to be recognized internationally, and on January 15, 2023, together with Tigo Tanzania, we were invited to meet with the Honorable Prime Minister of the United Republic of Tanzania, Hon. Kassim Majaliwa Majaliwa, to recognize the work and contribution of Apps and Girls and these young innovators in development activities through STEM.



In appreciation of our work, the Prime Minister of Tanzania, Hon. Kassim Majaliwa Majaliwa, invited us to visit and showcase our work to the Parliament of Tanzania, and on February 2, 2023, the Apps and Girls team and robotics students were at the Parliament of Tanzania, Dodoma, showcasing our robotics team and the girls and women empowerment project that we do together with Tigo Tanzania.

Impact Story

Meet Baraka Ayubu Zakayo, a 17-year-old graduate of secondary education from Kwembe Secondary School. Baraka's story is not just about completing his education; it's a tale of inspiration, motivation, and the transformative power of learning to code and serving his community.

His journey began when he decided to join the Apps and Girls Coding Club at his school. What fueled this decision was his burning desire to create something that would benefit not only himself but also his friends, relatives, and those in need. The moment he learned about coding programs, he saw them as a pathway to realizing his ambitions of making a positive impact in his community.

As Baraka delved into the world of coding, he found that the tasks he engaged in were not only helpful but empowering. The process of creating a website became a canvas for him to express his ideas and contribute to society. Through specific activities, he not only learned the intricacies of website development but also enhanced his overall computer skills. Baraka discovered the power of technology as a tool for creating positive change.

The coding program became a catalyst for Baraka's skill development. It wasn't just about learning to code; it was about honing the ability to identify societal problems and actively working towards solving them. Baraka's newfound skills allowed him not only to be self-sufficient but also positioned him to provide valuable advice to others. His expertise in using a computer became a beacon of knowledge that he eagerly shared with those around him, emphasizing the limitless possibilities that come with technological literacy.

Baraka's journey went beyond the screen. His personal growth was evident both academically and personally. With more than a 75% improvement in his computer proficiency, Baraka became an expert in navigating the digital landscape. His expanded understanding of the technological world opened his eyes to new opportunities and experiences. Baraka had not only embraced coding; he had embraced a future where he could actively contribute to the ever-evolving technological landscape.

Baraka Ayubu Zakayo's story is a testament to the transformative power of education and coding. His journey from a high school graduate to a computer-savvy individual showcases the immense impact that learning to code can have on personal growth and the ability to positively influence the world around us. Baraka's story is not just about code; it's about empowerment, dreams realized, and a future shaped by the hands of those who dare to learn and create.

BARAKA AYUBU
 Founder – A.Possible
Coding Club Program



Impact Story

In the vibrant city of Dar es Salaam, a recent law graduate named Doreen Melchiory found herself at a crossroads. Armed with a degree, a passion for makeup artistry, and a commitment to mental health advocacy, she yearned for something more—something that would bridge the gap between her diverse interests.

It was during this quest for knowledge and purpose that Doreen stumbled upon a program promising to impart entrepreneurial skills. A spark ignited within her as she realized the importance of coding in a world dominated by technology. With a heart full of aspirations, she embarked on a journey that would redefine her path.

Doreen joined the Jovia program by Apps and Girls and Tigo Tanzania, which unfolded as a digital saga filled with both excitement and challenges. Coding languages like HTML, CSS, and Javascript, initially foreign to Doreen, became the landscapes she navigated. Guided by patient mentors, she delved into the unknown, transforming uncertainty into exhilaration.

Amid this digital involvement, a magical tool named Canva revealed itself to Doreen. As a naturally creative soul, this discovery became her artistic wand, allowing her to conjure designs that would later transcend into her own business and various creative endeavors.

Doreen's journey wasn't merely a theoretical exploration. It was a hands-on quest that saw her translate her newfound skills into real-world solutions. The birth of "Heal and Thrive," an online platform offering therapy and counseling services, marked a significant milestone. In just three months, Doreen had woven a digital tapestry, a sanctuary for those seeking solace.

The story took an unexpected turn when Doreen crossed paths with Donna Bennett, the Chief Information Security Officer in the U.S. Department of State, during the Cyber Security and Digital Literacy with Youth session that she attended with her fellow students from the Jovia program by apps and girls.

Donna's wisdom became a guiding light, reinforcing Doreen's commitment to the information and communication technology (ICT) field, where she came up with the decision to pursue law in ICT as her master's.

DOREEN MELKIORY
Founder - Heal & Thrive
Jovia Program



Alumni Highlights

Congratulations to **Monalisa Mbilinyi**, one of our exceptional Jovia Alumni, has been accepted into the Master in Information Technology program at Carnegie Mellon University Africa. Monalisa will be pursuing the research track, with a primary focus on exploring the fascinating domains of artificial intelligence (AI) and machine learning (ML), complemented by a secondary interest in Cyber Security.



Godbright Nickson, one of our coding club alumni, has also been accepted into a Master of Science in Information Technology with a concentration in data science and software engineering at Carnegie Mellon University Africa.

Zainab Omari stands as a beacon of achievement, having graduated with flying colours from the University of Dar es Salaam with a Bachelor's degree in Computer Engineering and Information Technology. Following this milestone, Zainab's commitment to leveraging her skills for societal impact became evident as she joined the Apps and Girls team in the IT and Innovation Department.

Her seamless transition from graduate to an integral part of the Apps and Girls family underscores not only her academic prowess but also her dedication to empowering the next generation of female technologists. Zainab's journey from academic excellence to a pivotal role within Apps and Girls exemplifies the limitless possibilities when education, passion, and purpose converge.



Impact in Numbers for 2023

272

Total number of students impacted
by our programs for 2023

178 Number of
students in the
Coding Club
Program

24 Number of girls
in the Jovia
Program

50 Girls impacted in
the UN Women
Camp

20 Number of
students from
Digital citizen club
from Lyra in Africa



Thank
you!



Creating A Digital Generation

+255 672 710 166 | appsandgirls@gmail.com | appsandgirls.com