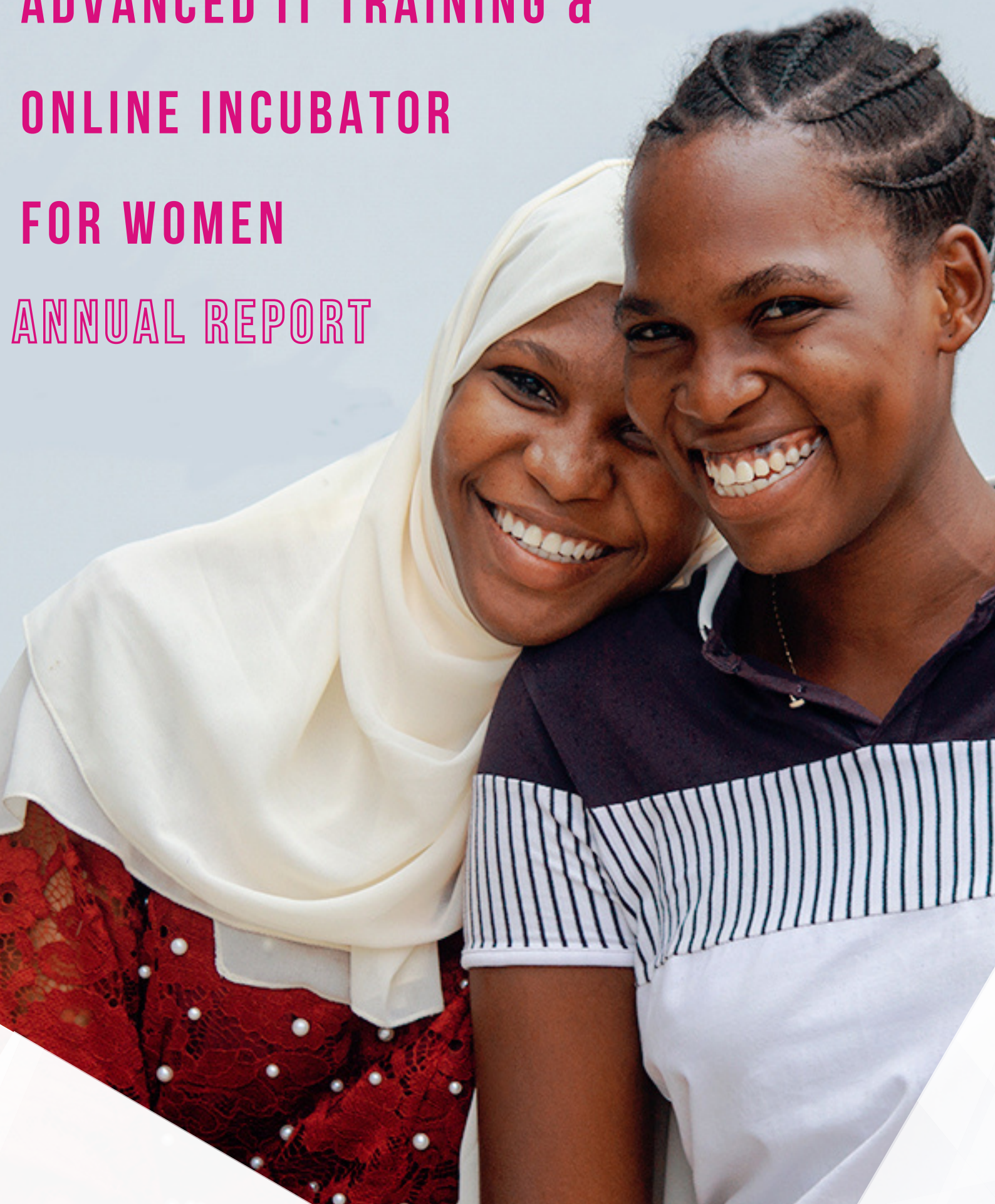


**ADVANCED IT TRAINING &
ONLINE INCUBATOR
FOR WOMEN
ANNUAL REPORT**





DAYDREAM

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GREETING MESSAGE

Dear friends,

I am thrilled to share with you Advanced IT & Entrepreneurship training and online incubator for women (**The Jovia program**) annual project report.

This report describes the Program activities, accomplishments, key impact created, challenges, lessons learnt and recommendations over the last eighteen months. The Advanced IT & entrepreneurship training and online incubator project is a response to the urgent need to invest in girls' and women's digital skills in the Sub-Saharan region. It's about: Bridging the Digital Gender Divide & Unleashing the Potential of Girls & Women in Tech as creators, users and drivers of change in Sub-Saharan Africa.

The 4th Industrial Revolution is knowledge-intensive and requires more complex skills to access it, making uneducated women among the categories that are the most left behind. Education is needed both for those enrolled in formal schools but also those who never enrolled, or dropped out.

In Africa, more educated, higher-income and younger men are more likely to go online, own a mobile phone, own a smartphone, and use social media websites. These are all lost opportunities for women. In addition, not all women are equal in regards to technology: there is an urban-rural divide, a divide based on socio-economic categories among other determining factors.

To ensure a more inclusive digital transformation, it is imperative for girls and women to become active agents in today and future economies dominated by STEM and ICT, and to aspire for related careers regardless of their education or financial situation.

We believe every girl deserves equal opportunities to education regardless of her situation and has the potential to improve her life and that's why we started the program to give girls and young women out of school a powerful weapon and power to face the world as creators, innovators, employees, and decision-makers.

This Program's first pilot was implemented here in Dar es salaam, and later extended to Kenya-Kajiado and DRC-Bukavu under our former partner w4. We have been able to work with 59 girls and young women in Tanzania, and 20 in Kenya and DRC . We are honored to witness the impact of girls' and young women's potential to change the world regardless of their education level and financial background.

This journey has been challenging but yet very interesting and empowering for us and the girls and young women. The girls have really demonstrated talent, creativity, highest potential, and tremendous growth; from being computer illiterate to now tech gurus ready and able to take up jobs in ICT related fields and creating employment opportunities for others! This has not only empowered girls but has drowned more support and partnerships for change such as NLAB innovation Academy which has offered a 30% tuition fee discount and an accommodating monthly installment payment model for our students interested to pursue higher learning education in the ICT field.

We hope you will join our adventure and invest in the next generation of female entrepreneurs, intrapreneurs, creators, employees, and & leaders in tech in Sub-Saharan Africa!



Regards,
Carolyne Ekyarisiima,
Founder & CEO at Apps and Girls

ABOUT THE PROGRAM

Apps and Girls with our former partner W4 (Women's WorldWide Web) and the generous support from SAIS, We have implemented an innovative program combining advanced IT & entrepreneurship training, mentorship, and incubation for girls and women in Sub-Saharan Africa. We believe Investing in girls' and women's digital skills, ranging from digital literacy to specialized IT skills, can yield wide-reaching benefits Positively impacting girls and women's lives, enabling girls and women to obtain the IT skills they need to obtain formal employment, notably in the tech sector or set up their own tech-based enterprises. This doesn't just improve girls' & women's lives but, as decades of research and evidence have proven, it drives wider socio-economic progress! It's key to achieving sustainable development goals and achieving our common 2030 Vision.

Our unique approach included; key components to enable women to obtain the technical and soft skills and support services they need to pursue tech-careers or set up their own tech-based enterprises; A training and business support model that is accessible to girls and women across the region, including girls and women from underserved and underrepresented areas; It also fosters women's social entrepreneurship, and as you may know, the potential of women social entrepreneurs to drive social, economic, and environmental progress is huge!

The project aimed to provide 150 out of school underprivileged young women in Tanzania, DRC and Kenya with the opportunity of accessing advanced IT & entrepreneurship training and the support ecosystem they need to successfully obtain formal employment, notably in ICT-related employment or develop and launch IT-based (social) businesses.

This project combines 2 complementary components:

- 1) A six months, high-quality, advanced IT & entrepreneurship (50 hours) training program for girls and young women aged 17-24
- 2) Six months online incubation to support women in launching their IT-based enterprises.

The training was implemented initially in Dar es Salaam, Tanzania, and replicated in other Sub-Saharan countries during year 1, in collaboration with our former partner W4 (Women's WorldWide Web), in locations where W4 runs IT training centers for girls and young women: initially in Bukavu, Democratic Republic of Congo (DRC) and Kajiado, Kenya. The online incubator was to be launched end of October 2019 and would provide aspiring girls and young women entrepreneurs in the program with access to indispensable resources (support for business plans, crowdfunding, access to potential investors/funders and mentoring) to support the successful launch and scale-up of their IT-based enterprises.



Cohort 1 trainees during an IT class session at Apps & Girls Hub

OBJECTIVES AND OUTCOMES

OBJECTIVES

This program aimed to promote women's socio-economic empowerment through women's tech-based entrepreneurship and participation in the formal employment sector, notably in ICT-related employment, initially in Tanzania- Dar es Salaam, DRC-Bukavu and Kenya- Kajiado.

Specific objectives include among others:

- ▶ To enable underprivileged young women in Tanzania- Dar es Salaam, DRC-Bukavu and Kenya- Kajiado to benefit from high quality IT and entrepreneurship skills training that would boost their employability.
- ▶ To implement a digital incubator to facilitate women (social) entrepreneurs' access to crucial resources to launch and grow their tech-based startups such as: Mentorship, access to potential partners, funders, including crowdfunding services, and capacity-building support, and access to potential customers.

OUTCOMES

Women's increased socio-economic empowerment through formal employment, notably- ICT related employment and women's increased social-economic empowerment- through tech-based entrepreneurship. of body text

Increased women's participation in entrepreneurship and technology through strong support provided in generating social entrepreneurial business concepts that harness ICTs to create positive social or economic change.

IT and entrepreneurship skills and qualifications enhanced through supportive systems.



Cohort 1 trainees working on assignments at Apps & Girls Hub



Cohort 1 trainees in a brainstorming session



Cohort 1 trainee pitching her idea to her fellows trainees

ACHIEVEMENTS

HUB RENOVATION AND FURNISHING

Dar es Salaam Hub was furnished with laptops, chairs and tables, and other equipments necessary to support the training such as WIFI. The hub can accommodate up to 40 students with tables and 60 without tables.



Cohort 1 trainees in a furnished Apps & Girls Hub

RECRUITMENT (STUDENTS & STAFF)

Five staff were recruited to support the implementation of the project in Tanzania and five in DRC and Kenya . At Apps and Girls hub 76 Girls were accepted from the pool of 389 applicants for both 2019 & 2020 which resulted to 59 graduates from the program for both years. For TZ, both cohorts call of application were done online and offline.

IMPLEMENTATION OF THE IT & ENTREPRENEURSHIP TRAINING

Successful creation of the A&G hub and design & implementation of the IT training program (the Jovia curriculum) at the A&G hub, with the provision of 400 hours of advanced IT training. The program was later extended to Kajiado and Bukavu respectively. A total of 59 students (31 from the first cohort & 28 from the second cohort) in Tanzania and 20 students (8 in Bukavu & 12 in Kajiado) completed 400 hours of IT training to date.



Cohort 2 trainees in a furnished Apps & Girls Hub

MENTORSHIP AND INCUBATION

Successfully provided mentorship and incubation offline and online via google drive to girls and women in Tanzania Resulting to 31 project ideas created to 20 were able to proceeded with mentorship to nurture their startups.



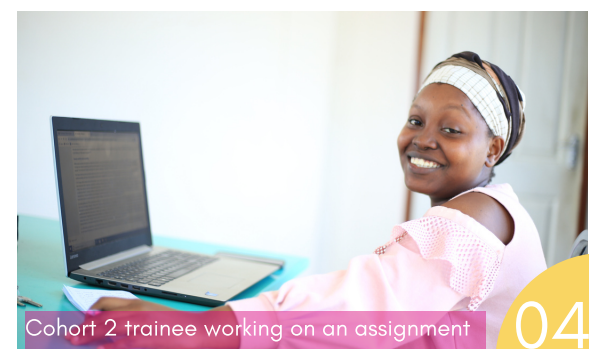
Cohort 2 trainees working on assignments

JOBS & INTERNSHIPS

Four trainees from the first cohort in Des Hub and one trainee from the second cohort were able to secure jobs and internship opportunities. This has been possible because of the skills and experience they have acquired during the training and mentorship period.

FURTHERING THEIR EDUCATION

13 trainees from the first & 01 from the second cohort are currently furthering their education in different academic levels (certificate, diploma and degree) in various institutions With the majority pursuing education in the field of ICT.



Cohort 2 trainee working on an assignment

BASELINE ANALYSIS

In order to track the project's impact, we have been keen to gather data and information straight from the beginning of the project to the end. Among the data gathered were baseline data and information for the students which we analyzed based on different variables such as Level of Education, Age, financial backgrounds, Residence areas etc of the girls and young women that got enrolled in the program.

Baseline surveys were conducted within the first two weeks after reporting at the Apps and Girls Campus which later were followed by other evaluation surveys.

1. Employment Status

Out of the 40 students that were recruited in 2019 for cohort1 that responded to the baseline survey we conducted at the beginning of the program, we found out only **3%** of the girls and young women were engaged in non formal employment and the majority **97%** were not employed or engaged in any economic activities as shown in **Figure 1** across.

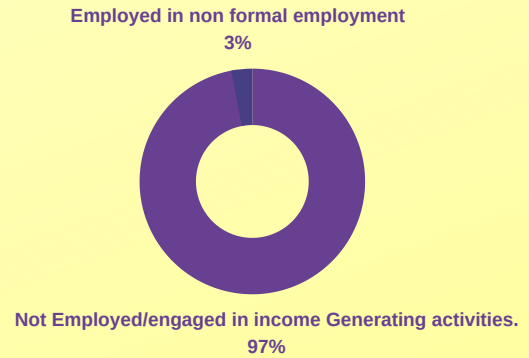


Figure: 1 (2019 baseline survey)

2. Financial

The baseline survey also explored the financial aspects of the students in various angles like the main provider of the family and if the students are required to also support the family financially during the program and the results showed that Parents(both mother and father) were the main providers and some families a single parent was the main provider but also indicated that 17.5% of the families where girls come from are fully supported by relatives and guidians. Though the families have main bread winners the girls to some extent are required to contribute or support their families financially too. According to the survey as shown in **figure 2**, trainees were asked if they are required to support their family financially while in the program, **67.5%** responded NO while only **32.5%** responded YES they are required to support their family during the program.

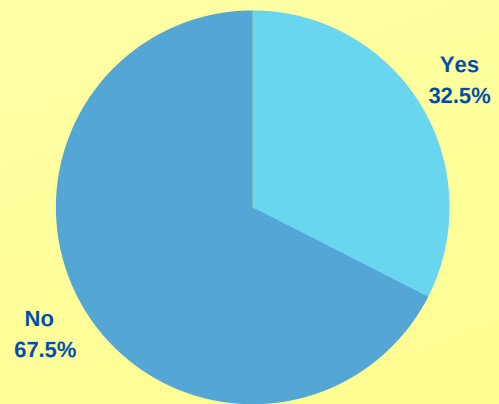


Figure: 2 (2020 baseline survey)

3. Level of Education

The survey explored the level of education of the trainees to better understand the highest level of education and the reasons why they couldn't continue with the higher education (dropout). From the survey it shows that most of the trainees highest level of education was Secondary School level (O'level) by 70.0% while 12.5% were the High School Graduates (A'level) and 10% had Certificate and Diploma education. The survey also revealed that 62.5% girls and women couldn't continue with the higher level education due to Financial Limitations, 27.5% due to family issues, 5% were continuing with studies and the remaining 5% due to poor grades which makes two trainees were fail and another was looking for job as shown in figure 3 and 4 across.

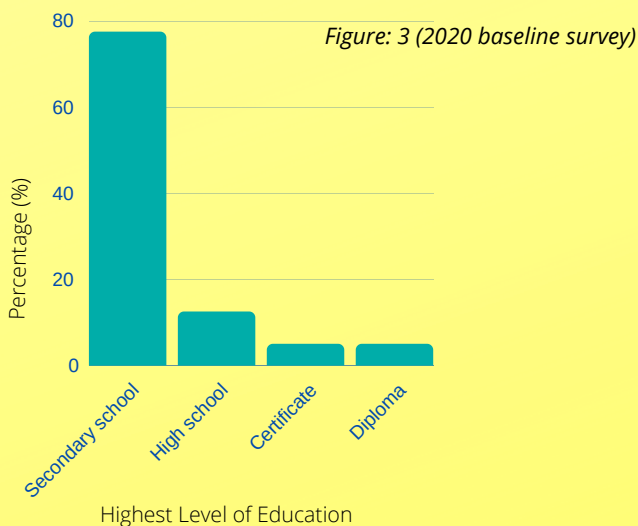


Figure: 3 (2020 baseline survey)

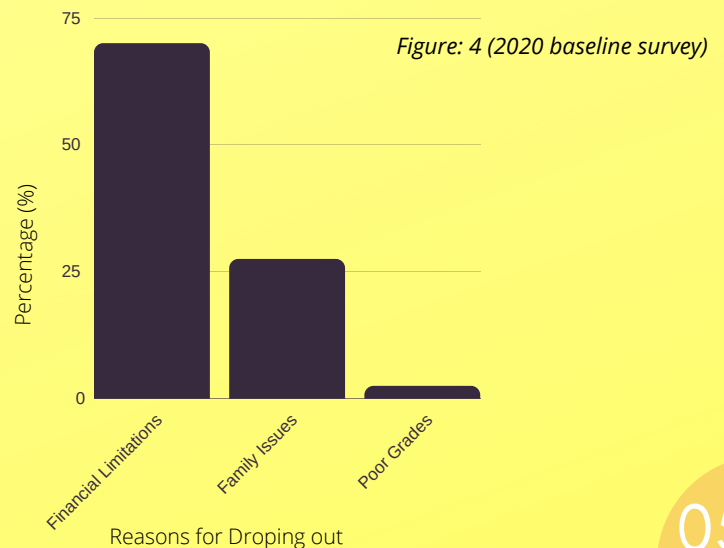


Figure: 4 (2020 baseline survey)

TRAINING ANALYSIS

Apps and girls conducted several surveys in order to track impact and progress of the trainings and the entire program. For instance, Pre training surveys, post training surveys for each course to determine if the training meets the students expectations, course content satisfactory etc. At the end of the program for both cohorts (2019 & 2020) we conducted an End of Program survey to analyze the whole overall progress and achievements of the program. This analysis is based on the two end of program; The aim was to evaluate and analyze how the program and the whole training experience of advance IT training and Entrepreneurship went and oversee if the program has met the demand and expectations of the students. For the first cohort, 24 trainees out of 31 participated in the survey but 7 trainees weren't able to fill the survey due to internet access problems and for the second cohort, all 28 trainees responded to the survey.

1. Training expectations.

The surveys explored if the trainees' training expectations were met and satisfied. Based on the survey results, **83.3%** of trainees in cohort 1 and **67.8%** (cohort2) felt the training had met their expectations While the rest (**16.7%** - Cohort1 and **32.1%**-Cohort2) felt the program had SOMEHOW met their expectations as shown below in figure and respectively.

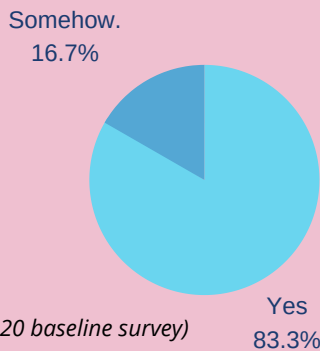


Figure: 5 (2020 baseline survey)

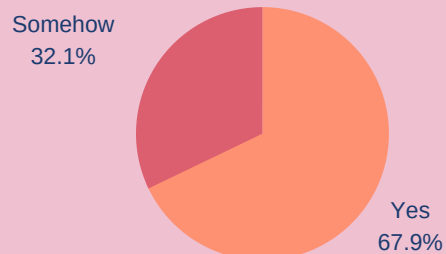


Figure: 6 (2020 baseline survey)

2. Training Content

The survey also explored if the training contents were easy to understand and satisfied trainee's needs and demand. For the first cohort, 83.3% trainees responded YES and 16.7% trainees responded SOMEHOW as shown in figure 3 below. For the second cohort 89.2% trainees responded YES and 7.1% trainees responded SOMEHOW and 3.5% responded to NO as shown in figure 4 below. According to the result it was found that the training contents were easy to understand and satisfied trainees' needs and demand.

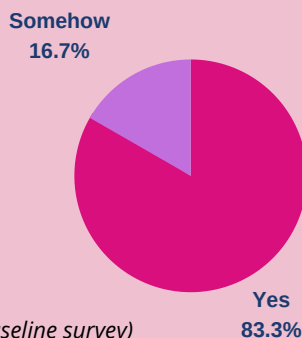


Figure: 7 (2020 baseline survey)

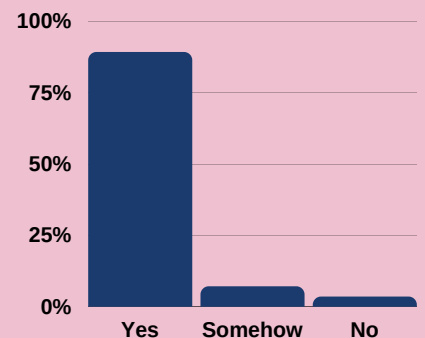


Figure: 8 (2020 baseline survey)

3. Mentorship & Incubation

In the first cohort, we evaluated the rate of overall quality of the mentorship and incubation received by students during the development of their tech-projects. 50.0% of the trainees rated the quality of mentorship and incubation support as EXTREMELY HELPFUL to them, 20.8% rated it as **VERY HELPFUL**, 25% rated it as AVERAGELY HELPFUL and other 4.2% of the students rate it as SLIGHTLY HELPFUL to them and there was no one who rate as it was NOT HELPFUL as shown in figure 5 below. Unfortunately, for the second cohort, we were not able to continue with mentorship and incubation due to the termination of the program but the trainees exhibited great interest to proceed with the mentorship and incubation program to nurture their ideas as all 28 students were willing to participate in 6 months long Digital incubation as shown in figure 6.

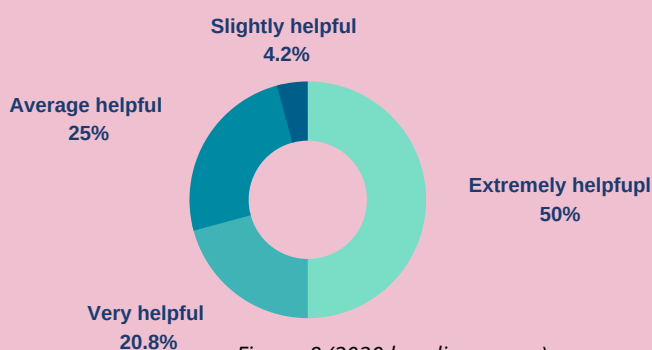


Figure: 8 (2020 baseline survey)



Figure: 8 (2020 baseline survey)

CHALLENGES

Delay Launch of the Digital Incubator: the development of the digital incubator is approximately thirteen months behind schedule, as it was supposed to launch in September 2019.

This has caused the trainees to miss the experience of using the digital incubator.

COVID 19 Pandemic, Lead to extreme delays in the program and many dropouts (12 trainees dropped out during the pandemic due to different reasons eg. most of them were forced to get petty jobs to supplement their families, marriage etc) that affected program success.

We identified various psychosocial support issues such as depression, grief, medical issues (epilepsy), pregnancy, etc exhibited by some trainees that required counseling and support. A cost we had not budgeted for prior.

Registration of the startups: Since most of the trainees were not financially able to facilitate company registration expenses and most lacked registration requirements such as: national IDs which take too long to acquire etc forced the girls to launch their startups without formal registration.

The Kenya training course was delayed, due to the unexpected absence of one of W4's trainers (owing to urgent familial problems), obliging the Kenya team to recruit an additional trainer and extend the length of the IT component of the course. In addition the DRC training program was delayed because the trainer that was hired was not so conversant with the curriculum components and technologies so he spent 3 weeks at Apps and Girls being trained instead of 5 days.

Workplace stereotypes and perceptions affect the girls in formal employment since they don't have formal education certification.

Unexpected financial challenges faced by trainees during the program (most of the girls lacked daily allowances-meals, transport, medical) that required our intervention for success of the project.

There were a big number of qualified applicants whom we could not accommodate considering the resources available. The demand was very high and also lots of girls were interested from rural areas but missed the chance since they could not afford accommodation in Dar es Salaam. Turning them down left most of them at very high risks of early marriages, pregnancies, and involvement in domestic or petty jobs for survival. This is something we had not anticipated and the only action we took was to recommend them to wait for the next intake.

We underestimated the training hours for the program (400) which we later increased to 650 hrs to accommodate pre-coding sessions.

Most of the trainees have been out of school for 1 to 3 years, it was difficult for them at the beginning to cope with the classroom environment. Thus required more hours of training and practice and prolonged the training program.

The former space we anticipated to turn into a Girls' hub turned out to be smaller and therefore we had to expand the room thus incurring extra costs.

Language barrier: The Advance IT training is in English and some of the students are not competent in the language & required translations therefore lessons took more time to be taught. Due to that, we introduced communication skills classes to help students to improve their understanding of the language.

Health issues posed some difficulties to some students. The most common health issue were menstrual problems, spiritual attacks. This caused some of the students to skip classes, lag so behind in class, and miss class crucial deadlines.

We experienced delivery challenges, conflicts and miss-understandings with our partner, this led to the end of our consortium partnership agreement and project closure before the project end date

Challenges Faced

LESSONS LEARNED & RECOMMENDATIONS



Cohort 2 trainees during a graphic design class session at Apps & Girls Hub

Project Training Period:

We discovered all the candidates did not have prior knowledge about computers thus required a pre-training course that increased the number of training hours than previously anticipated.

Introduced skills assessment section in the recruitment application form so as to capture any skills gaps and training needs so as not to affect the planned training plan. This helped us to identify new participants needs and adjust the project and training plan where necessary on time.

Program Certification.

It is paramount to acquire a formal program certification from VETA (Vocational Educational and Training Authority) this would entail; certifying our curriculum so that the graduated get certified certificated that are acceptable and recognized country wide thus increase their employability and also facilitate easy and strategically roll out the program in different institutions across the country for example in IPOSA centers, VETA centers and other reputable organizations. employment.

Digital Incubation:

Since the Digital incubator was not launched and it is essential for the trainees to experience and explore the digital incubator. We have opted to customise Code Galaxy Platform that was initially developed for elearning and e-mentorship for secondary schools girls in our coding clubs across the country during the pandemic to provide an experience of digital mentorship and incubation to the young women who have startups.

Potential program Sustainability.

Since among the many applicants we received there were a good percentage who could not afford to pay for the program. We Learned we could consider a financial sustainability model that would capitalise on the higher demand of financially-abled in the community for the program . This is currently being piloted in the 2020-2021 Intake.

Scaling & Partnership.

Partnering with other Governmental and Non governmental local institutions or organizations in different regions will facilitate a faster scaling and Impacting more girls from different regions across Tanzania and other sub saharan African countries.who are unable to access the center in Dar es Salaam.

Program success Attributes.

Based on the program analysis we conducted, 80% of the participants are from very poor families and participate in contributing to the family income or well being. For the training program to be successful and reduce attribution rates, the training hours must be kept short to give the trainees more time to support their families and themselves. Otherwise, they will need living allowances in-order to keep them in their families.

THE PROGRAM IN NUMBERS TZ

07 Girls from the first cohort secured loans and currently running profitable business.



PERSONAL ACHIEVEMENTS

59 girls from both cohorts have developed project and tech-startups ideas

35 girls from both cohorts have created either projects, tech-startups or social enterprises

13 Girls from both cohorts attended National and international conferences, events and competitions



JOB PLACEMENT AND COLLEGE ENROLLMENT

14 girls from both cohorts enrolled in higher education (Certificate and Diploma) at different academic institutions, one of the institution is Nlab Innovation Academy which gave them 30% Need-based scholarship.

05 Students have been offered internships positions in different organisations and companies.

95%



Felt the program helped them to create social enterprises and be competitive in today's technological world.



SEARCH
314

Girls and young women who applied for the program for the past 19 months at Apps and Girls Hub



RECRUITMENT
76

Girls and young women recruited to the program in Apps and Girls Hub and were trained in Advanced IT and entrepreneurship



IT TRAINING & ENTREPRENEURSHIP

59 Students graduated from the program and have been impacted with Advanced IT (web development, mobile app development, database management and Graphics) and Entrepreneurship skills

IMPACT STORIES

ASLATU & QUEEN



Aslatu Nguku

Startup: MamaHealth
Sector: Health

Achievements:

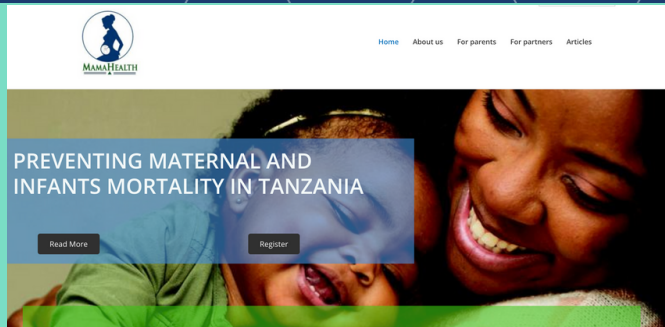
- Secured a loan of \$300 to scale her business
- Sold 15 birth-kits to pregnant women
- Provided a message service between doctors to more than 200 pregnant women so far
- Trained and mentored 30 secondary school girls during the GES2019 preparations.
- Employed by Apps and Girls as an Admin for the new Jovia program in Zanzibar supported by the US Embassy in Dar es salaam.
- recruited 3 volunteers to add to her team
- generated \$215 income in the first year

Aslatu Nguku is a 23 yrs old living in Tanga. After beginning her first year of university where she studied bachelor degree of education with mathematics and information technology she had to drop because of financial problems. She then engaged in different activities such as domestic work, tutoring and running a small shoe business to earn a living before joining Jovia.

“When I started training at Jovia I had no idea that by the end of the program I will have a working project that solves a social issue using technology. I learned a lot of IT skills, especially different coding languages like PHP, CSS, java, c++, and HTML. I become a website designer by using WordPress and using HTML and CSS languages. Through this knowledge I have been able to come up with my project by the name Mamahealth” - Aslatu

“Mamahealth is a social enterprise with a mission to reduce maternal and infant mortality in Tanzania by providing lifesaving health information to pregnant women and mothers based on age/stage of pregnancy using mobile technology. We also provide low-cost clean birth kits to pregnant women in rural areas with all the essential equipment required for childbirth to ensure clean, safe, and hygienic delivery. Together we want to improve the healthcare experience of pregnant women and their families and these are not just principles for our product but they are a reflection of who we are as people.

(<http://www.mamahealth.co.tz/>)



PREVENTING MATERNAL AND INFANTS MORTALITY IN TANZANIA

Read More Register

WE HELP YOU WITH

- Monitor pregnancy/child's development**
With our weekly messages, Mamahealth enables you and your family to monitor the development of your pregnancy or child for safe and healthy pregnancy/child.
- Variety of health information**
Mamahealth provides variety of health information from licensed and trusted health professionals to help you and your family have healthy pregnancy/child.
- Maternal kits**
Mamahealth supplies birthing kits to health centers, hospitals, traditional birth attendants as well as maternal and child health organizations across the country

WHY Mamahealth with Birthkits



With over 51% of mothers in Tanzania still take birth at home or any place outside the hospital, acquiring infections during child birth is very common and results to many deaths of infants. Over 41,000 infants lose their lives in the first 4 weeks after delivery.

We promote and enhance safe births, instigate behavioural change and economically empower women in Tanzania.

Get to know More

“Looking for quality health information for your pregnancy/child's development?” REGISTER

How it works

Bringing smile to your life.

- Visit and register**
Visit our website and fill out the registration form to get started
- Always affordable, pay via mobile money**
Honest and affordable pricing for quality service from mamahealth
- Enjoy the service**
Start receiving lifesaving health information for safe and healthy child pregnancy.



Queen Mtega

Startup: FundiPopote
Sector: Economic Empowerment

Achievements

- Have recruited 60 fixers
- Delivered her services to over 55 clients
- Interned at Apps and Girls as a trainer for the junior Coders Program (teaching kids how to code)
- Mentors fellow girls and women in Tech & Business.
- Enrolled in Bsc. IT at Open University.
- Started a project to motivate females to be fixers as it is widely considered to be a male occupation

With the knowledge I earned at Apps and Girls, I developed my own web based platform called Fundipopote : (www.fundipopote.co.tz) to solve a problem i had identified in the society. Early this year, Fundipopote kicked off and has grown very fast, to date it has more than 60 fixers/ professionals that I walked on streets to find by herself.

Apart from running my tech business, i also volunteer my time to introduce STEM to kids, where i teach them programming and robotics at Apps and Girls.

FundiPopote is a web platform which works to provide a connection between experts and professional workers who work as fixers of faulty items in the car, house, or office with clients. Fundipopote tries to solve three sustainable goals including climate change through the encouragement of fixing appliances instead of turning them to waste, decent work and economic growth by providing employment of fixers and re-inforcing their importance and lastly gender equality by encouraging women to participate in the fixer field which was predominantly. Male with the campaign #Dada Fundipopote.

OUR SERVICES

We take pride in our work, and value long-term relationships with our esteemed customers. Our customers' satisfaction is our joy.

- Painting** KNOW MORE
- Vehicle Repair** KNOW MORE
- Electrical Repair** KNOW MORE

WE ARE VERY DIFFERENT

We have a pull of well-behaved and experienced technicians both males and females who will work on your device / the work you will assign us on time.

Our Fixers fix every thing from:-

- ✓ Laptops, Desktops
- ✓ Radio / Bluetooth
- ✓ Cars and Trucks
- ✓ Furniture i.e. chairs
- ✓ Software updates
- ✓ Walls and Roofs

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Cohort 1 trainee, Queen Mtega speaking in a panel at Ashoka Impact Summit 2019.



Happiness Njowoka

Startup: Fresh Genge
Sector: Agriculture

Achievements:

- Secured a loan of **\$500** to scale her business
- Owns a vegetable farm that supplies produce for her customers
- Completed a Certificate in IT at Nlab Innovation Academy.
- Works with more than **25** customers daily
- Employs **3** people.

Happiness Njowoka is a 22 yrs old living in Dar es salaam. Her education Journey ended after completing her secondary level because of financial difficulties. Before joining the Jovia program, she was selling second-hand clothes in the streets. and had basic knowledge of operating a computer which included typing, playing games and getting on social media.

"I never knew that one day I would be able to use a computer for more useful purposes like creating websites by using different languages like HTML, CSS, and PHP, I am also thrilled to have entrepreneurship training that has enabled me to start my own tech-startup project called FRESHGENGE." - Njowoka

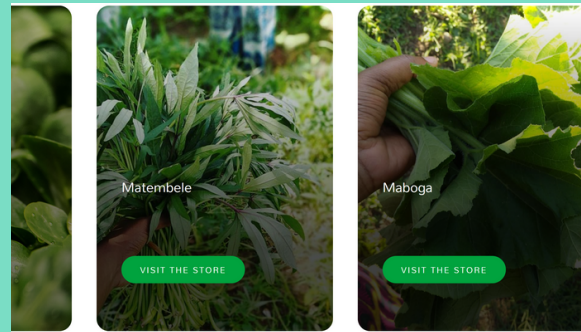
Freshgenge (<https://www.freshgenge.co.tz/>) is a digital platform that sells a wide range of fresh vegetables, sourced from farms and markets in Dar es salaam and other regions across Tanzania, directly to customers. Freshgenge customers can order fresh vegetables through our website, and our team provides clean, hygienic packaging and reliable delivery services at an affordable price.



GET IT FRESH FROM SHAMBA



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www.freshgenge.co.tz



Salma Abdi

Startup: Sabha Henna Art
Sector: Fashion & culture

Achievements:

- Secured a loan of **\$300** to start her business.
- Works as a website admin for Yazid organization.
- Operates her Henna business in Zanzibar.
- Serves at least **5** customers per week.
- Interned at Apps and girls, taught 100 girls on ICT day

Salma is 25 yrs old and lives in Zanzibar. She has a hobby of makeup and Henna designing which have been occupying her after finishing her high school education. Salma was able to incorporate her love of henna designing and make up together with the tech- entrepreneurship training to create her own startup project.

"In my nine months of studying at Apps and Girls, I have been a great deal of coursework on cutting-edge design trends and best practices in website design and mobile application design, where I learned and applied skills such as creating application wireframing and designing software for a variety of mobile devices and operating systems. I was able to start my own startup called Sabha Henna Art." - Salma

Sabha Henna Art (www.sabha.co.tz) is a digital platform that provides henna services by connecting tourists and local people to reliable henna artists who guarantee safe, hygienic standards, high-quality results and affordable prices. Our digital platform also features an online shop where customers can buy henna products (henna powder, henna cones, and black henna).

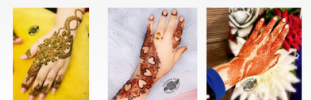


Welcome To Our Website



OUR SERVICES

We provide henna services for women in the times of celebrations for every occasion and religious festival such as Eid for both local and foreign guests.



OUR PRODUCTS

Meeting all your henna needs from henna powder, natural henna cones and black henna (gel).





Agripina Benito Ng'ambi is 17 years old from Iringa , living in Dar es salaam. Currently Agripina is pursuing a certificate in IT at Nlab innovation Academy. But before this achievement Agripina has gone through many challenges while pursuing her education, one of the main causes being her father who not only refused to support her secondary education but also stopped her from attending her last year of school regularly leading to her failure to perform well in the last exam. In her quest to pursue education, Agripina was forced to escape her own home with the help of her mother in order to attend the Jovia training. Through the program Agripina has created a startup that helps her generate an income to support her savings and education at Nlab.

*"Before I started this program, the only things I could do on a computer were to switch it on and off and watch movies. As the result of the IT program here at Apps and Girls, I can now do more things on a computer, for example, making a website using WordPress and making a website using different coding languages such as HTML, CSS, Database and MySQL. I can also design and make business cards and logos. Through the IT and Entrepreneurship training, I was able to start my project called **SmartBeseni**.*

SmartBeseni is a digital platform providing affordable laundry services for a range of customers such as university students, households, and companies (<http://smartbeseni.co.tz/>). Through SmartBeseni, customers are able to book our services either drop off their laundry or receive our services at the places they live . We work with low income or unemployed women and girls who do the laundry and cleaning for our customers thus empowering them to elevate their economic situation.

I would love to remind other fellow girls that Education is very important to us. There are many girls who have been impregnated nowadays, either willingly or unwillingly and this program can help you attain Education as your life situation wouldn't matter. This IT training program is very helpful to girls and young women and therefore I would love to see more people investing for girls and women in Technology because truth be told, we have been left behind"- Agripina



IMPACT STORIES

ZAKIA & SHEKHAT



Shekhat Abdulazizi is one among brightest students of Jovia cohort 2. She was especially interested in mastering the different coding languages including; **html, Java script, Css , reactJS** and **react native** and used them to create her own website Safari ticket <https://shekhat.github.io/safariticket/>. Currently she is working in Kahama, Tanzania at **Tanzania Forest Agency in the telecommunication department**. "Jovia has greatly impacted my life. I have been able to acquire new skills and get more acquainted with the world of technology but also I have been able to get a job where I can apply most of the skills I acquired from the jovia training. I am especially proud of the coding skills I gained because these skills enable me to venture into technology and continue to gain more knowledge. Apart from that, Jovia has greatly helped me improve my confidence, self- esteem. I would highly recommend other girls to join jovia and get a chance to gain new skills, improve their confidence and self esteem and get a chance to view life through a better perspective."



Zakia Mohamed is a 20 yrs old, living in Dar es salaam. After graduating high school 2018 , Zakia was unable to continue with university due to different circumstances. After Jovia Zakia was able to get employed in Her initiative for a year where she worked as a communication and digital strategist. Currently she is working at **Help to help Organization** as a trainer in Technology empowerment and employability.

" As an enthusiast in social work, I would like to use my tech skills to influence and motivate other girls to pursue education and make an effort to change their lives for the better. Jovia has helped me gain more knowledge and confidence to pursue a better life. I would like to encourage other girls to join jovia and get a chance to acquire new skills. Opportunities are grabbed not given." - Zakia

TESTIMONIES

Before joining the program, I was just at home helping out with house chores, I was discouraged by the fact that I had no idea where my life was heading. I had initially wanted to become a lawyer or a journalist but I was unable to pursue these dreams. The Jovia program has empowered me with advance IT and entrepreneurship training and I have now founded my own tech startup. I had never imagined being able to pursue IT as a subject or even have my own tech startup but all this is possible because of Jovia. This program has really helped me to change my life because I have at least gotten a clue as to where my life is headed now, and how I can use technology to drive my own development. The founder of Apps and Girls, Miss Carolyne has also motivated me to give back to the community. I would highly recommend this program to other girls because it discourages the societal belief that IT studies are only suited for boys by providing free training to young girls.

- **Violla Ulomi**

I first heard about Jovia through an Instagram post and I got interested when I saw the courses that were being offered. After finishing my secondary education, I was unable to pursue further education so I was just staying home and lending a hand here and there. Before the Jovia program, I had given up all hope and I thought it was the end of all of my dreams. But through this program, my perspective has changed completely and I now see a lot of opportunities not only for my development but also for my community. Jovia has not only helped me in gaining more knowledge but also in realizing my dreams, I am now one step closer from attaining my dream of becoming an entrepreneur. I would recommend this program to other girls because it has helped me change my life for the better.

- **Deborah Katole**



TEAM



Standing from left to right: Josina Alfred, Raymond Benedict, Hyness Lutengano, Cecy Mwakatika, Adrehelm Oddo.
Seated from left to right: Modesta Joseph, Carolyne Ekyarisiima and Winnie Godlove.

Our team at AnG have a range of competencies from IT, Business, Administration and creativity and works tirelessly and passionately to bridge the gender digital gap and empower women in our programs to drive change in Tanzania.



Upper line standing from left to right: Wilhelm Oddo, Mote Alfred, Fatuma Abbas, Angel Ostack and Jesca Mmari.
Lower Line standing from left to right: Gerald Akankwatsa, El-ham Riyami and Nancy Kaale.

MEET THE STUDENTS

COHORT ONE - 2019



Aslatu Nguku, 24
Mama Health



Happiness Gedion Njowoka, 22
Freshgenge



Florence William, 23
Florence street children foundation



Veronica Mwakalinga, 20
Mazingira kwanza



Asteria Astery, 24
Teen janja



Queen Johnbosco Mtega, 21
Fundipopote



Juliana John, 22
Shamba direct



Munira Ally, 24
Budget Mkononi



Tuliana Frank Mwasaga, 25
Nithamini



Sharifa Rashidi, 21
Sherry wear fashion



Mwajuma Suleiman, 22
Dotify beauty & boutique



Geraldina Fred Munseri, 24
GrettaMind



Lutigela Andrea Mwinuka, 24



Mwanaisha Hamis, 21
Dalali Kiganjani



Zainab Abdulrahman Waziri, 22
Zaidecorations



NZukra Amini Buethi
Vitafunwa Package



Diana Amiri Msoma, 21
Kilimo Mkononi



Lucy Mgumba, 24
Smart Manager



Groliane Michael Ntikwiza, 22



Neema Mustapha, 20
Msusi Online

MEET THE STUDENTS



Salma Abdi, 24
Sabha Henna Art



Dorothea Masawe, 24
Online car wash



Sophia Kizenga, 22
Afy Yako



Magreth Nindie, 21
Mage natural products



Zakia Abdul, 20
Zainlicious nail beauty



Loveness Henry, 24
Mwanzo Maridadi



Agripina Ngande, 21
SmartBeseni



Nora Samson, 24
Kiddo health



Monalisa Mbilinyi, 21
Mtumba online



Zakia Mrisho, 21
Smart Heroes



Happiness Kazi, 23

COHORT TWO - 2020



Halima Kwani, 19
Rayma Fashion



Ester Chavula, 21
Mwanafunzi transport empire



Sophia Silas Myamba, 18
Dada'z shop



Zuhura Juma, 18
Sasha shop



Viola Jared Ulomi, 18
Kukulite



Nelly Benjamin, 23
Steakpoint



Sarah Elias, 22



Shekhat Abdulaziz, 20
Safari tickets



Mwajuma Mohamed, 20
Magic cleaners



Neema Mwalami, 21
E- advert

MEET THE STUDENTS



Maria Aloyce Njovu, 19



Hawa Othman Kilawi, 19



Irene Constantin, 19
Samaki online



Frola Oswald Kimario, 19
Swahilifood



Hafswa Athuman Mwano, 18
Quality School package



Ester Erasto Myenzi, 23
SokoMkononi



Aisha Ally, 18
Aishaally event plan



Anna Tadei kimaro, 22
Anna flower



Flora Izeck Sanga, 19
Quality beauty clothes



Dorcas Mario Chavala, 18



Lightness Joseph, 17



Jackline Samweli Gulela, 24



Jonia Johansen, 25
Mjengopoint



Kuluthum Mrisho, 19



Debora Katole, 21
lico wheat



Maua Shahame, 22



Winifrida Minja, 22



Jackline Joseph, 20
Totokit

EVENTS

International Girls in ICT Day, 25th April 2019, Addis Ababa, Ethiopia
W4 (former partner) & Apps & Girls staff were invited as guest speakers to attend the International Girls in ICT Day celebratory event hosted in Addis on April 25th by the ITU (International Telecommunications Union), a UN agency, in collaboration with the African Union Commission and other UN Agencies. It was an occasion for our consortium to present our regional project, supported by SAIS, to promote girls' and women's access to advanced IT & entrepreneurship training, and foster women's tech-based social entrepreneurship.

Girls in ICT Day in Dar es Salaam:

On 24th and 25th April 2019, Apps & Girls celebrated Girls in ICT Day by Jovia students showcasing websites they are currently creating for new clients. This will be a continuing effort to build the experience of our Jovia students to showcase their skills and build confidence.

Grassroots Entrepreneurship Summit “Demystifying the role of women social entrepreneurs in driving social change” in Nairobi Kenya, 19th September.

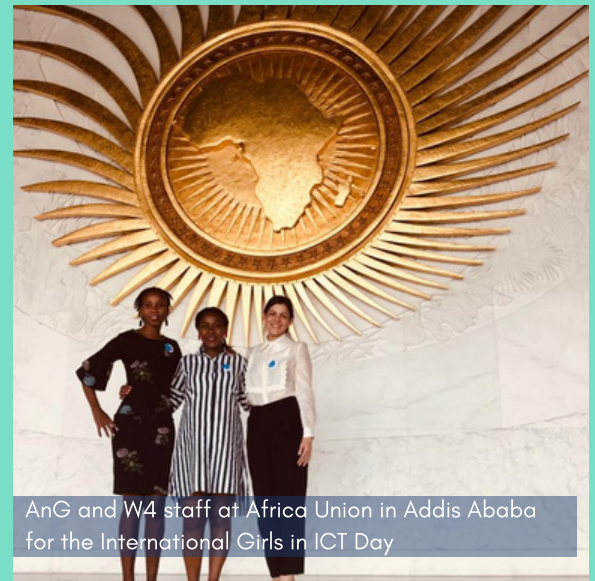
Apps & Girls and W4 both participated in the event which brought together key stakeholders—business leaders, change-makers, members of the public sector, technologists, entrepreneurs, members of academia, seed investors and other innovators—to discuss and promote concrete initiatives to strengthen entrepreneurship ecosystems that are conducive to women's social entrepreneurship.

The YouthConnekt Africa Summit 2019

Two of the girls in DeS attended the Youth Connekt Africa Summit in Kigali Rwanda. The summit is an annual convening that connects youth across African continent for the development of African societies. Last year's summit was held on 9th -11th of October at Kigali, Rwanda with the theme “Boosting an Industrious Young Africa”.

Girls in Entrepreneurship Summit 2019

Apps and Girls hosted the Girls Entrepreneurship Summit 2019 in Dar es salaam at American corner and the National Museum from the 12th-13th December respectively. For the very first time bringing together 250 students from Tanzania, Kenya and DRC with the theme “Girls in Tech breaking barriers”. Six Jovia students participated by mentoring the summit participants in schools and on the first day of the summit they also showcased their startups during the second day of the event.



AnG and W4 staff at Africa Union in Addis Ababa for the International Girls in ICT Day



AnG students, Staff (Cecy M) and Jovia trainees at the YouthConnekt Africa Summit 2019 in Rwanda



Jovia trainees, AnG Staff (Winnie G.) and W4 Staff at a summit in Nairobi, Kenya



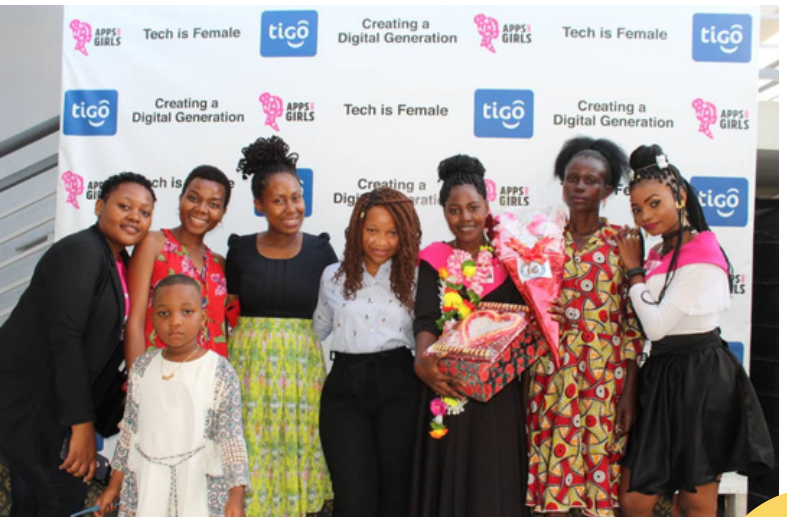
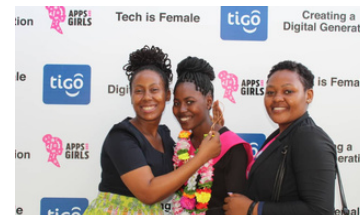
Cohort 1 trainee teaching and mentoring the GES summit participants of 2019.

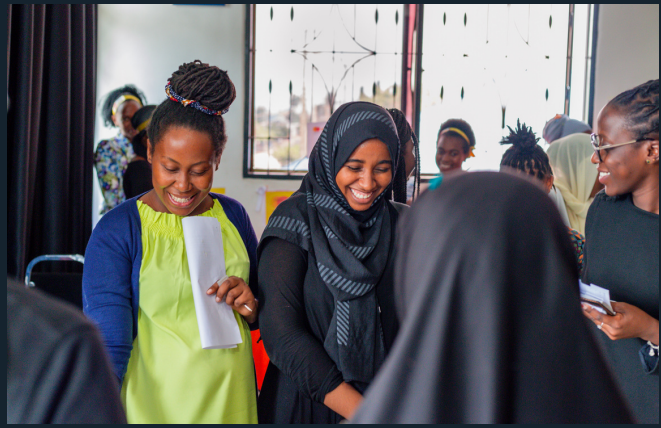


GES Summit participants from Tanzania, Kajiado-Kenya and Bukavu-DRC, Teachers and W4 Staff



IN PICTURES





IN PICTURES



SUPPORT US

Our supporters enable us to directly help Hundreds of girls and young women to improve their lives, have a say in the decisions affecting their lives, and be at minimal risk of poverty and gender-based violence. Join our movement and invest in more Girls and Young Women in Tech, together we can help more women to transform their lives. To support our program:

Call 06580500383
or Email appsandgirls@gmail.com

SPECIAL THANKS

to our sponsors and partners for investing in girls and young women to become future leaders and decision makers bringing change in Africa.

