

# CONCEPT NOTE

## IMARIKA PROJECT

### PROBLEM STATEMENT

In Tanzania, girls face barriers to education caused by poverty, cultural norms and practices, poor learning infrastructure, violence and fragility. This makes it so difficult for girls to complete all levels of education hence lack skills to compete in the labor market and fail to adapt in the changing world.

Also there is a huge gap of acquiring technological knowledge and skills between girls and boys, resulting to many girls being left behind.

### ABOUT IMARIKA PROJECT

IMARIKA is a swahili word which means BE STRONG, IMARIKA is a project which aims to equip girls who are not in the formal education system with entrepreneurship and digital skills to help them cope the changing world.

Through this project girls are trained on self awareness, writing and reading, sexual reproductive health rights (menstruation, puberty and family planning), hair dressing, making reusable sanitary pads, baking session and computer classes.

### GENERAL OBJECTIVE OF IMARIKA PROJECT

" To empower marginalized girls with digital and entrepreneurship skills that will help them realize their economic potential and improve their employability capacity hence contribute to eliminate household poverty"

### SPECIFIC OBJECTIVE OF IMARIKA PROJECT

1. To train 20 girls with computer skills including use of Google, online training, use of emails and Microsoft office.
2. To equip 20 girls with self awareness skills to help them build confidence.
3. To empower 20 girls with knowledge on sexual reproductive health rights (menstruation, puberty and family planning)
4. To train 20 girls on entrepreneurship skills to help break the cycle of poverty.
5. Bridge the digital gap between girls and boys in our society.

### EXPECTED OUTCOMES

1. 20 girls will be able to use computer programs to run their business.

2. 20 girls will start small business to help them break the cycle of poverty.

#### **PROJECT DURATION**

The IMARIKA project is the annual program where every year girls from various background are recruited.

#### **PROJECT BENEFICIARY**

The beneficiaries of the project are girls from marginalized areas who failed to proceed with formal education system due to early marriage, forced marriage, Female Genetial Multilation, Poverty and bad cultural practices.

#### **PROJECT LOCATION**

The project is conducted at Shamsi Village in Arusha Region in Tanzania.

**IT EQUIPMENT NEEDED:** We current need 6 Laptops to help us run the project.

**NUMBER OF STUDENT AVAILABLE:** 20 girls

**NUMBER OF STAFF AVAILABLE:** Our team is made of 5 vibrant, motivated and hard working staff members.

**ELECTRICITY:** Our office has access to electricity.

**ACCESSIBILITY TO INTERNET:** The room has access to wireless internet.

**TRAINING OF THE STAFF:** Our organization have a well equipped and trained staff members, who can help training on ICT, on top of that we have an IT personel who can help us fix any challenge.

**CONDITION ABOUT THE ROOM:** We have a large office with high degree of security and we'll accessed with the staff. It's a place suitable for conducting learning activities. The room is weather proof meaning no sand, rain , strong light can destroy the laptop.

#### **ABOUT OUR ORGANIZATION.**

Msichana imara foundation, is a non profitable women led organization, registered with registration number 00NGO/R/0306, working to promote girl's right to education through addressing the challenges they face. Currently we have reached more than 1000 girls in school and out of school through our projects, and we have been recognized with two awards as outstanding organization in promoting girl's right in Tanzania..

#### **SOCIAL MEDIA HANDLES:**

Instagram: msichanaimara

